

BUSA230
Online Quiz Ch9

By : Seerin Khalid

نقطة واحدة An example of _____
is when an organization
possesses a characteristic that
sets itself apart from competitors
and gives the firm a distinctive
*.edge

legal propriety

competitive power

competitive advantage

core competency

أخرى:

نقطة واحدة There are three main types of
._____ :growth strategies
*

concentration, integration, and
exfoliation

integration, diversification, and
infiltration

concentration, integration, and
diversification

concentration, integration, and focus

أخرى:



نقطتان (2)

Managers should “milk” cash cows for as much as they can, limit any new investment in them, and use the large amounts of cash generated to invest in * . _____ and

more cash cows; question marks

stars; dogs

stars; question marks

question marks; dogs

أخرى:

نقطتان (2)

What type of strategy is a renewal strategy for times when the organization’s performance * ?problems are more critical

differentiation

retrenchment

turnaround

focus

أخرى:



نقطتان (2) When an organization attempts to combine with other organizations in different, but associated industries, the strategy is known as a _____ strategy

growth

vertical integration

horizontal integration

related diversification

أخرى:

نقطة واحدة In the BCG matrix, a business unit that exists in a high anticipated growth rate and a low market share is known as a *

star

question mark

cash cow

dog

أخرى:

نقطة واحدة

Which of the following is not one of the five forces in the industry and competitive environment * ?identified by Porter

alliances

the nature of rivalry

new entrants

substitutes

أخرى:

نقطتان (2)

Differentiation as a strategy

* ._____ requires a firm to

aggressively search out efficiencies to maintain the lowest cost structure

aim at a cost advantage in a niche market

aim to be similar to its competition in all operations

be unique in its product offering

أخرى:

نقطتان (2)

In _____, the organization gains control of its outputs by becoming its own * .distributor

forward vertical integration

backward horizontal integration

forward horizontal integration

backward vertical integration

أخرى:

نقطة واحدة

A manufacturer striving to be the lowest-cost producer of a product or service, while charging slightly less than industry-average prices, is * ._____pursuing a/an

integrated leadership strategy

multipoint competition strategy

differentiation strategy

cost leadership strategy

أخرى: