

Test 1

1. Slide number 2, SBU level strategy, there are two pyramids of strategy hierarchy. Which one is not true?

Select one:

- a. One is for diversified company, one is for single company; in a single business company, supposedly following concentration strategy, corporate level strategy and business level strategies are integrated.
- b. In a diversified company, different business units may have different strategies
- c. One is for diversified company, one is for single company, so there is no corporate strategy consideration for the single company.
- d. One is for diversified company, one is for single company

2. Which one is not a feature of Flexible manufacturing technology (lean production)

Select one:

- a. Reduced setup times and increased machine utilization
- b. Flexible machine cells and increased variety of operations
- c. Improved quality control and Lower inventory levels
- d. Heavy machineries and rigid methods of production

3. Which one is Not most appropriate for Mass customization

Select one:

- a. Standardization decreases cost
- b. Customization increases customer satisfaction
- c. It is a combination of standardization and customization
- d. It is just a technique of low cost bulk production
- e. None of the others

4. Which one is true in marketing at functional level of strategies

Select one:

- a. customer retention might be more costly than Customer acquisition
- b. Customer acquisition might be more costly than customer retention

5. Which one is false in marketing at functional level of strategies

Select one:

- a. Customer acquisition might be more costly than customer retention
- b. customer retention might be more costly than Customer acquisition

Mcgraw Hill Strategic Management Quiz Solutions

Huangqi Zhang



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