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1. Understanding of strategy helps to link the business to the \_\_\_\_\_ environment.

--->> operating

strategic

informative

technological

2. The actual\_\_\_\_\_ of a plant is dictated by market forces.

value

--->> Capacity

wiegh

importance

3. The business or enterprise must have a strategy with which it wants to \_\_\_\_\_.

--->> Operate

advertise

manufacture

produce

4. The key utility items are power supply and \_\_\_\_\_ supply.

food

rain

air

--->> water

5. \_\_\_\_\_ grow abundantly in Nigeria.

tomatoes

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--->> Fruits

sugarcane

6. the \_\_\_\_\_ of an enterprise represents the roadmap to the future.

operative plan

strategic planning

government plan

--->> business plan

7. The marketing components of a business plan are basically a \_\_\_\_\_ plan.

Sales

--->> Marketing

Transaction

Account

8. Low cost leadership strategy is one of the \_\_\_\_\_ that the entrepreneur can select.

Quality

Management strategy

--->> Strategies

Administrative quality

9. There are \_\_\_\_\_ types of capacities in relation to production

--->> three

four

two

five

10. The term \_\_\_\_\_ refers to a person or organisation who buys a particular product or service.

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manufacturer

wholesaler

retailer

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