

1. Demand is determined by \_\_\_\_\_ --->> All of the above
2. \_\_\_\_\_ is a continuous ongoing process and extends companywide over a diversified company's business --->> Corporate strategy
3. \_\_\_\_\_ defined as anything offered for sale for the purpose of satisfying a need or want on both sides of the exchange process. --->> product
4. \_\_\_\_\_ Factors Affecting Competitive Industry --->> All of the above
5. \_\_\_\_\_ defines the markets and the businesses in which a company will operate --->> Corporate Strategy
6. \_\_\_\_\_ top management encourages individuals and teams to develop and champion proposals for new product lines and new business ventures. --->> Corporate Intrapreneur Approach
7. \_\_\_\_\_ in general, refers to how a given objective will be achieved. --->> Strategy
8. \_\_\_\_\_ is one of the marketing manager's strategies of placing the product in the mind of the prospect or the consumer (i.e. positioning). --->> Quality
9. \_\_\_\_\_ It is the approach taken by a functional area to achieve corporate and business unit objectives and strategies by maximizing resource productivity --->> Functional Strategy
10. \_\_\_\_\_ approach A single person, the owner or CEO, assumes the role of chief strategist and chief entrepreneur, single handedly shaping most or all of the major pieces of strategy --->> Chief Architect

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