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IMPORTANT QUESTIONS OF STRATEGIC MANAGEMENT by (prediction guru)**Imm Strategic Management Exam Questions**

Some frequently asked exam questions on strategic management are as follows: Q.1. Write a short note on strategic decision making framework. Ans. The widely accepted framework for making strategic decisions may be illustrated as under : Typically, it urges managers to proceed sequentially through the following logical steps :

Exam Questions on Strategic Management

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BBA 602: STRATEGIC MARKETING MANAGEMENT DATE: SATURDAY, 20TH FEBRUARY 2010 TIME: 9.00 A.M. -12.00 P.M. INSTRUCTIONS: Answer Question ONE and any other TWO questions. Question One Strategic marketing management drives its nature from the strategic management process. Discuss. (15 marks)

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Exam Questions on Strategic Planning | Management

"Management is, above all, a practice where art, science, and craft meet." - Henry Mintzberg. This strategic planning tool dates back to the 1960s and is named after its creator, Russian American mathematician and business manager, Harry Igor Ansoff, also known as the "father of strategic management".

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Page 6 of 8 PD2 Exam Exemplar Questions Mar2013 Q3 Learning outcome: 3.0 (a) Analyse what is meant by the term 'strategic drift.' (9 marks) (b) Appraise how effective change management can address strategic drift. (16 marks) Marking scheme (a) Candidates could start this question with an overview.

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