

Question 1: All of the specified approaches could be used to determine R&D budget allocation EXCEPT:

- Financing as many projects as possible
- Using percentage-of-sales method
- Budgeting irrelative to competitors
- Deciding how many successful new products are needed

Question 2: Identify the stages of strategic management process in a precise sequence.

- Strategy evaluation, strategy formulation & strategy implementation
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- Strategy implementation, strategy evaluation & strategy formulation

Question 3: Integration strategies allow a firm to gain control over all of the following EXCEPT:

- Distributors
- Investors
- Suppliers
- Competitors

Question 4: Which of the following is the first step in the controlling function of management?

- Take corrective actions
- Restrict breaks employees take
- Evaluate expense reports
- Establish performance standards

Question 5: In IFE matrix, the total weighted score can range from 1.0 to 4.0 (low to high) with the average score being 2.5. If the total weighted score is above 2.5; it indicates that the firm is at:

- Strong internal position
- Weak internal position
- Strong external position
- Weak external position

Question 6: HTML stands for which of the following?

- Hybrid text markup language
- Hypertext Markup Language
- Hyper text manufacture language
- Highly technical markup language

Question 7: Long-term objectives are needed at which level(s) of the organization?