

Strategic Management Final Exam

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1 Analyse the environment, 2 Form broad judgments by synthesizing information about SWOT, 3 Make strategic choices, ADVERTISEMENTS: 4 Evolve policies that reinforce strategic choices, and. 5 Implement these policies by motivating people. Q.2. Distinguish between strategy and tactics.

Exam Questions on Strategic Management

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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