



Chapter 8

1. The plan of action that prescribes resource allocation and other activities for dealing with the environment, achieving a competitive advantage and attaining organizational goals. (8)
2. Analysis of the strengths, weaknesses, opportunities, and threats (SWOT) that affect organizational performance. (4,8)
3. A concept developed by the Boston Consulting Group that evaluates strategic business units with respect to the dimensions of business growth rate and market share. (3,6)
4. A strategy of moving into new lines of business. (15)
5. A type of competitive strategy with which the organization seeks to distinguish its products or services from that of competitors. (15)
6. A type of competitive strategy that emphasizes concentration on a specific regional market or buyer group. (5)
7. The standardization of product design and advertising strategies throughout the world. (13)
8. A type of competitive strategy with which the organization aggressively seeks efficient facilities, cuts costs and employs tight cost controls to be more efficient than competitors. (4,10)
9. The organization's mix of strategic business units and product lines that fit together in such a way as to provide the corporation with synergy and competitive advantage. (10,8)
10. A business activity that an organization does particularly well in comparison to competitors. (4,10)