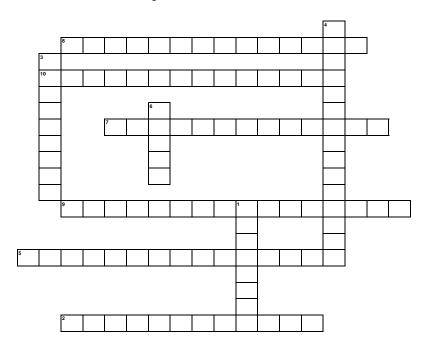
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## **Chapter 8**

- 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)