

Multiple Choice Questions

1. 'Emergent Strategy' is
 - a. The intended and chosen strategic direction of an organization
 - b. The way a strategy may change and develop in response to external factors
 - c. The final chosen strategy of an organization
 - d. The short-term strategy of an organization

2. A mission statement:
 - a. Succinctly describes the financial vision of an organization
 - b. Succinctly describes the marketing mandate of an organization
 - c. Succinctly describes the core mandate or core business of an organization
 - d. Succinctly describes the production plan of an organization

3. A change in legislation is an:
 - a. External factor of the macro-environment
 - b. Internal factor of the macro-environment
 - c. External factor of the micro-environment
 - d. Internal factor of the micro-environment

4. The acronym SWOT stands for:
 - a. Strengths, Weaknesses, Opportunities, Threats
 - b. Strengths, Weaknesses, Outputs, Targets
 - c. Solidarity, Willingness, Operations, Tests
 - d. Solidarity, Willingness, Opportunities, Threats

5. Cost focus, cost leadership, differentiation focus and differentiation are elements of:
 - a. The Ansoff Matrix
 - b. Butler's Tourist Area Lifecycle
 - c. Porter's Generic Competitive Strategies
 - d. None of the above

6. Which model looks at new and existing markets, and new and existing products?
 - a. Porter's Generic Competitive Strategy
 - b. The Ansoff Matrix
 - c. Doxey's Irridex
 - d. Smith's Product Development Strategy

7. The four components of the Ansoff Matrix are:
 - a. Market orientation, product orientation, market development, product development
 - b. Market orientation, product orientation, market penetration, product development
 - c. Market penetration, market development, product penetration, product development
 - d. Market penetration, market development, product development, diversification



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8. If a tour operator joins forces with a charter airline, a handling agency and a travel agency, they are:
 - a. Horizontally integrated
 - b. Vertically integrated
 - c. Diversified
 - d. A conglomerate

9. Medcof (1997) proposes the 'Four Cs' to show how a partnership of two or more businesses should work. These are:
 - a. Capability, concern, customers, control
 - b. Capability, compatibility, commitment, control
 - c. Compatibility, customers, commitment, control
 - d. Compatibility, concern, customers, commitment

