1. ‘Emergent Strategy’ is  
   b. The way a strategy may change and develop in response to external factors

2. A mission statement:  
   c. Succinctly describes the core mandate or core business of an organization

3. A change in legislation is an:  
   a. External factor of the macro-environment

4. The acronym SWOT stands for:  
   a. Strengths, Weaknesses, Opportunities, Threats

5. Cost focus, cost leadership, differentiation focus and differentiation are elements of:  
   c. Porter’s Generic Competitive Strategies

6. Which model looks at new and existing markets, and new and existing products?  
   b. The Ansoff Matrix

7. The four components of the Ansoff Matrix are:  
   d. Market penetration, market development, product development, diversification

8. If a tour operator joins forces with a charter airline, a handling agency and a travel agency, they are:  
   b. Vertically integrated

9. Medcof (1997) proposes the ‘Four Cs’ to show how a partnership of two or more businesses should work. These are:  
   b. Capability, compatibility, commitment, control