

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**

