

SR. NO	QUESTION TEXT	OPTION 1	OPTION 2	OPTION 3	OPTION 4
1	Which step of the process model is about consumers?	Vision statement	Mission and purpose	Goals and objectives	Strategy
2	Which is not a step in Porter's Five Forces Model.	Threat of Entry	Rivalry among Existing Firms	Threat of Substitution	Threat of Bankruptcy
3	Anything that a firm does especially well compared to rival firms is referred to as:	Competitive advantage	Comparative advantage	An external opportunity	Opportunity cost
4	Which of these requires a firm to establish annual objectives, devise policies, and allocate resources?	Strategy formulation	Strategy implementation	Strategy evaluation	Strategy manipulation
5	_____ are the individuals who are most responsible for the success or failure of an organization.	Strategists	Consultants	Operatives	Ethics Officers

