Assignment 8

Due on 2014-04-02, 23:59:57.

Which of the following are correct?

(a) "Cheaper is cheaper. It is a common C of a global company."
   
(b) "A product or service is cheaper if it has more features that are not necessary or if there are fewer features that are necessary."
   
(c) "A product or service is cheaper if it has more features that are not necessary or if there are fewer features that are necessary."
   
(d) "A product or service is cheaper if it has more features that are not necessary or if there are fewer features that are necessary."

Match the concepts in List I with the explanations given in List II from the options given below:

List I

(a) Ethical Source
(b) Porter's Model
(c) Strategic Intent
(d) Strategic Control

List II

(a) It includes the number of units that a company should sell at a particular price to maximize the total cost of manufacturing, including both fixed and variable costs.
(b) It is a process by which a company identifies potential partners to develop mutually beneficial relationships.
(c) It is a set of techniques and tools that managers use to monitor and control the performance of the organization.
(d) It is a concept that involves the ethical, social, and environmental consequences of a company's actions.

Which of the following is not a consideration when selecting a company's competitive strategy?

(a) Market growth
(b) Market structure
(c) Operational costs
(d) Government regulations

Match the concepts in List I with the explanations given in List II from the options given below:

List I

(a) Core Competence
(b) Value Proposition
(c) Success Factors
(d) Market Failure

List II

(a) It is the unique abilities of a company that are not easily imitated by competitors.
(b) It is the strategy that focuses on delivering unique benefits to customers.
(c) It is the factors that contribute to a company's success in the market.
(d) It is a situation where the market is not efficiently allocating resources.