Assignment 11

1. a. business organization and the role of management.
   - Business environment is a dynamic and ever-changing environment.
   - Management plays a crucial role in adapting to these changes.
   - Transformation strategies can enable firms to thrive.

2. a. operational excellence
   - Continuous improvement
   - Lean practices
   - Six Sigma methodologies

3. a. producing a competitive product
   - Product design
   - Quality control
   - Supply chain management

4. a. Product development model
   - Agile development
   -瀑布模型
   - Rational Unified Process

5. a. Preparing for the future
   - Strategic planning
   - Market analysis
   - Technology forecasting

6. a. How many types of challenge models can be found?
   - 5
   - 6
   - 7

7. a. Which of the following are key factors involved in creating an effective management decision?
   - 1) Data collection
   - 2) Analysis
   - 3) Communication

8. a. Which of the following terms is most closely associated with the concept of strategy?
   - Environmental scanning
   - Strategic planning
   - Mission statement

9. a. The relationship between management and its stakeholders can be described as:
   - Transactional
   - Reciprocal
   - Cooperative

10. a. Which of the following terms is NOT a key component of the management process?
    - Planning
    - Organizing
    - Leadership
    - Staffing

11. a. The four basic functions of management are:
    - Controlling
    - Leading
    - Decision-making
    - Planning

12. a. The five forces of competitive rivalry, threat of new entrants, bargaining power of suppliers, bargaining power of buyers, and threat of substitutes are known as:
    - The Ansoff Matrix
    - The SWOT Analysis
    - The Five Forces Framework

13. a. The four Ps of marketing are:
    - Product
    - Price
    - Promotion
    - Place

14. a. Which of the following is NOT a key factor in successful marketing?
    - Understanding the customer needs
    - Using a 4Ps strategy
    - Implementing a social media campaign
    - Offering a unique value proposition