

Chapter 2—Strategic Planning for Competitive Advantage

MULTIPLE CHOICE

1. Compaq Computer's decision to charge customers for phone technical support to reduce the high cost of phone support and encourage customers to read documentation was a failure because consumers like the human touch. Customer rebellion forced Compaq to rethink this policy. As a result, Compaq decided to focus its resources on reaching the inexpensive home computer market segment through enhanced customer service. What is Compaq engaging in?
- control and evaluation
 - the search for a differential advantage
 - strategic planning
 - alternative selection

ANS: C

Strategic planning provides a long-term vision and thus guides long-term commitment of resources.

PTS: 1 DIF: Application REF: p. 22 OBJ: 1
BLM: Higher order

2. What do strategic plans require?
- changes in prices
 - long-term resource commitments
 - the addition of new personnel
 - a change in organizational structure

ANS: B

Strategic plans are long-range plans that involve developing, organizing, and controlling marketing activities.

PTS: 1 DIF: Comprehension REF: p. 22
OBJ: 1 BLM: Remember

3. What is the managerial process of creating and maintaining a fit between the organization's objectives and resources and evolving market opportunities?
- functional planning
 - tactical management
 - environmental scanning
 - strategic planning

ANS: D PTS: 1 DIF: Definition REF: p. 22
OBJ: 1 BLM: Remember

Foundation Of Marketing 5th Ed Test Bank

Michal Rosen-Zvi



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