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IMPORTANT QUESTIONS OF STRATEGIC MANAGEMENT by (prediction guru)Imm Strategic Management Exam Questions

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Exam Questions on Strategic Management

Imm Strategic Management Exam Questions And Answers Author:

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## Exam Questions on Strategic Planning | Management

Management is, above all, a practice where art, science, and craft meet. Henry Mintzberg. This strategic planning tool dates back to the 1960s and is named after its creator, Russian American mathematician and business manager, Harry Igor Ansoff, also known as the "father of strategic management".

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Page 6 of 8 PD2 Exam Exemplar Questions Mar2013 Q3 Learning outcome: 3.0 (a) Analyse what is meant by the term "strategic drift." (9 marks) (b) Appraise how effective change management can address strategic drift. (16 marks) Marking scheme (a) Candidates could start this question with an overview.

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