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Exam Questions on Strategic Management

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“ 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

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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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