

10. **Business Strategy**

Question 10.1

Which of the following is NOT a characteristic of a business strategy?

Options:

- A. It is a long-term plan.
- B. It is a comprehensive plan.
- C. It is a flexible plan.
- D. It is a detailed plan.

Answer: D. It is a detailed plan.

Explanation: Business strategy is a long-term, comprehensive, and flexible plan that guides the organization's overall direction. It is not necessarily a detailed plan, as it focuses on high-level goals and objectives.

Question 10.2

Which of the following is NOT a component of a business strategy?

Options:

- A. Mission statement.
- B. Vision statement.
- C. Core values.
- D. Financial statements.

Answer: D. Financial statements.

Explanation: A business strategy typically includes a mission statement, vision statement, and core values. Financial statements are a separate document that reports the organization's financial performance.

Table 10.1: Business Strategy Components

| Component | Description |
|----------------------|------------------------------------------------------------------------|
| Mission Statement | Defines the organization's purpose and primary objectives. |
| Vision Statement | Describes the organization's long-term goals and aspirations. |
| Core Values | Represents the organization's fundamental beliefs and principles. |
| Business Strategy | A comprehensive plan that guides the organization's overall direction. |
| Financial Statements | Reports the organization's financial performance. |

Question 10.3

Which of the following is NOT a characteristic of a business strategy?

Options:

- A. It is a long-term plan.
- B. It is a comprehensive plan.
- C. It is a flexible plan.
- D. It is a detailed plan.

Answer: D. It is a detailed plan.

Question 10.4

Which of the following is NOT a component of a business strategy?

Options:

- A. Mission statement.
- B. Vision statement.
- C. Core values.
- D. Financial statements.

Answer: D. Financial statements.