# Managerial Economics Final Exam

Strategy (definition) - correct answerA game plan for getting a corporation where it wants to be. Strategy is about being different and distinctive.

Examples of Corporate Strategies - correct answer1. Southwest - low cost, no seat assignment, 2 free checked bags, no cancellation fees, no booking agents, no meals 2. Enterprise Rent-a-car - focuses on people who need cars for everyday use, picks up customers

External Factors Influencing a Company's Strategy - correct answer1. Industry and competitive conditions

- 2. Buyer preferences
- Societal, political, economic, regulatory, technological, and environmental considerations

Internal Factors Influencing a Company's Strategy - correct answer1. Resource strengths and weaknesses

Competitive capabilities

3 Questions to ask about a Company Strategy - correct answer1. Does it fit the company's situation?

- 2. Is it helping the company achieve a sustainable competitive advantage?
- Is the strategy resulting in better company performance?

Business Model - correct answerA model of how a corporation can provide value to its customers at a price and cost that yields acceptable profitability

5 Steps to Execute a Strategy - correct answer1. Project a strategic vision

- Set objectives, goals, and targets
- Developing a strategy to achieve these objectives
- 4. Implement and execute the strategy
- Monitor, adjust, or change the strategy in accordance to performance, changing conditions, new opportunities, and new ideas

Strategic Vision - correct answerA road map showing the route a company intends to take in developing and strengthening its business. It shows where the company wants to be in the future and why it wants to be there.

Mission Statement - correct answerA company's present scope and purpose. A mission statement outlines the buyer needs that the company wants to satisfy, the customer groups and market segments it intends to serve, and the resources and technologies it will use.

# **Answers Managerial Economics**

**Lei Huang** 

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