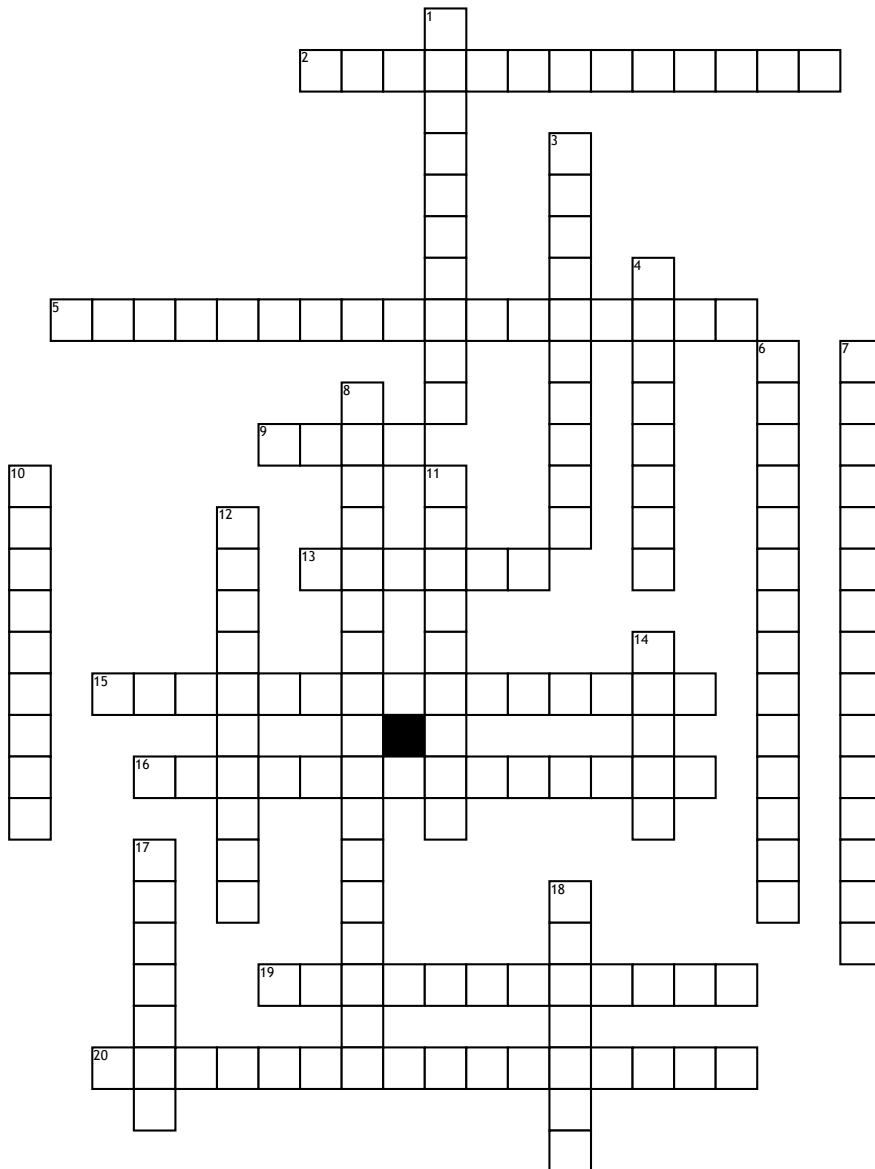


Business Planning Quiz 1



Across

2. Growth through own capabilities
 5. Two or more organizations share some of their resources and capabilities but do not create a separate entity
 9. Goals that stretch the organization and are readily communicated to all its members
 13. Combination of two firms more or less equal
 15. strategy adopted by the firm to compete on the basis of unique or different product
 16. Group of firms in an industry following the same or similar strategy
 19. A business that competes in high growth industries and has low market shares

20. Factors that prevent the movement of organization from one strategic group to another

Down

1. Activities in an organization that constitute a product or a service
 3. Different levels of profits available at different parts of value network
 4. group of firms producing goods and services of similar nature
 6. Set of core attributes that allows a firm achieve competitive advantage
 7. Organization broadens its scope of activities by moving into new products and new markets
 8. Entering new markets with existing products
 10. Untapped market space, demand creation with highly profitable growth

11. Market share and market growth criteria to evaluate attractiveness of businesses

12. Tool used to study the attractiveness of the industry
 14. adopting a generic strategy for a narrow segment of market
 17. Business unit having high market share in low growth or mature industries
 18. Total output from combining businesses is greater than output of businesses operating separately