EXAM 1 STUDY GUIDE
(CHS 1-4)
MGMT 4800 STRATEGY
Dr. David McArthur Fall, 2008

Multiple choice section

1. perspectives of leadership
2. Porter’s idea of sustainable competitive advantage
3. "Effectiveness" as opposed to “efficiency”
4. Mintzberg’s notions of deliberate, emergent, and realized strategies of a firm
5. Strategy analysis
6. participants in corporate governance
7. Stakeholders
8. Zero-sum
9. hierarchy of organizational goals
10. vision statements
11. an organization's mission
12. inputs to developing forecasts
13. forecasting
14. the firm's general environment
15. the "Five Forces model"
16. high switching cost
17. barriers to entry

Short Answer Section

1. External control and romantic perspectives of leadership
2. the "triple bottom line" approach to corporate accounting
3. types of goals and objectives
4. Porter’s 5-forces model and things that increase the bargaining power of suppliers
5. example activities in value chain analysis

6. I’ve asked you to memorize 2 of each of these categories of financial ratios which are used to measure a company's financial strength and ability. Please write out in words (ie. “Current assets – current liabilities”) at least two of the 8 you’ve memorized under the correct label of
   A. Leverage ratios, B. Profitability ratios, C. Activity ratios, or D. Liquidity ratios (maximum of four ratios written out)