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Two Discuss the nature and role of environment scanning in marketing management. (20 marks) Question Three a)

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• Strategic Planning and Decision-Making (Questions related to the strategic management process, total quality management, and strategic mission) Example Questions: When the costs of supplies increase in an industry, the low-cost leader: A. may continue competing with rivals on the basis of product features. B.

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Secondly, the company ' s senior management has not taking it seriously enough, that there is a failure to get management involved right from the start, and the failure to obtain sufficient company resources to accomplish the task. There are other reasons that may cause a strategic plan to fail, which include:

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