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in this set (31) What do we mean by  
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ONE and any other TWO questions.  
Question One Strategic marketing  
management drives its nature from the  
strategic management process. Discuss.  
(15 marks)

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performance objectives, develop strategies to achieve these objectives and undertake to execute the chosen action plans.

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outcome: 3.0 (a) Analyse what is meant by the term 'strategic drift.' (9 marks)  
(b) Appraise how effective change management can address strategic drift. (16 marks) Marking scheme (a)  
Candidates could start this question with an overview.

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1. Explain why the concept of competitive advantage is central to the study of strategic management The concept of competitive advantage is central to the study of strategic management, since a company (or an organization) must follow an aligned

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strategy to outperform their rivals in the industry.

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help to reinforce your learning and act as a revision tool. Please note that there are no questions to accompany chapter one as this is the introductory chapter.

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