

# Test Bank Item development assignment

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## Assignment Instructions

Overview: For each chapter, you will create and submit **THREE** multiple choice questions and answers. The three questions must meet the criteria and format described below.

Link to Book: [Strategic Management \(Links to an external site\).](#)

### Question Criteria & Format:

1. **Criteria Included:** Each question must identify the Chapter Section(s) (e.g., 1.3, etc.), Concept/Tool, Type of Question (Concept, Application, or Analysis), the **CORRECT** Answer, and a set of **five** rational answer choices.
2. **Criteria location:** Each question must come from a different major section of the Chapter (e.g., 1.3, 1.4, etc.), and **NO** question may come from the Introduction section.
3. **Question Content & Type:** You must write three questions in total. Each question must be a different type as described below:
  - o **Question 1 - Concept**
    - Concept Question: This type of question tests for understanding of knowledge about an important idea, concept, or issue from the chapter.
  - o **Question 2 - Application**
    - Application Question: This type of question tests for critical thinking through the application of a concept to a situation.
  - o **Question 3 -Analysis**
    - Analysis Question: This type of question tests for applied and analytical skills through the deployment of a "cognitive leap" (aka - analysis) to connect the logic between the question and the answer.
    - **NOTE:** Different chapters will require different approaches to analytical thinking - some offer tools for analysis (e.g., Chapter 3), others are narrative analysis (e.g., Chapter 1). In all cases, you will need to use inferential reasoning. If you cannot create an analytical question, then submit two Application questions for reduced credit.
4. **Format (Questions & Submission):** All questions/assignments must be
  - o Correct answer in **BOLD**
  - o Use the following format (demonstrated in examples below)
    - Question #
    - [Section #.#] - [Key Concept Used] - [Question type]
    - Question text
    - Answer selection with correct answer in **BOLD**
  - o Submitted as a DOC, DOCS, GDOC, or TXT file

**GRADING:** All submissions that are fully complete and satisfactorily meet the criteria and format will receive an 80. Responses that demonstrate high quality and critical thinking across ALL questions will receive a 90-95. Exceptional set of three questions will receive a 100. See rubric for details.

**EXAMPLES: CORRECT FORMAT & QUESTION TYPE:**

**#1**

**Section 1.2 - Strategy - Concept**

A \_\_\_ is a complex concept that involves many different processes and activities within an organization. It is typically higher level and provides the direction that an organization wants to move towards to be more successful.

Plan of Action

**Strategy**

Process

Policy

Blueprint

**#2**

**Section 1.3 – Emergent Strategy - Application**

Southern Bloomer Manufacturing Company was founded to make underwear for use in prisons and mental hospitals. To meet these needs, Southern Bloomers began selling underwear made of heavy cotton fabric. It was servicing the needs of about 125 facilities, but unfortunately, this was creating a vast amount of scrap fabric that was being sent to landfills. This was not only wasteful but also costly. One day the co-founder realized the fabric patches gun shops sold to clean the inside of gun barrels were of poor quality. So, Southern Bloomer began creating high-quality cleaning patches from their scrap fabric. Before long, Southern Bloomer was selling thousands of pounds of patches per month.

The use of Southern Bloomer's scrap fabric is a good example of a(n):

**Emergent Strategy**

Intended Strategy

Realized Strategy

Blue Ocean Strategy

Deliberate Strategy

#3

### Section 1.5 – Critique of SM – Analysis

You work for an international, publicly traded firm that has had a long commitment to the same strategic management approach for decades. The executive team engages in an annual review of its five-year strategy and strategic management processes to ensure they are meeting their yearly revenue targets. They are very proud of their system for measuring financial success, which has been in place for years.

Based on known critiques about the field of strategic management, which of the following statements reflect the **MOST** likely circumstances resulting from this firm's approach to strategic management?

This firm is NOT attuned enough to the real-time, practical needs of business.

**This firm is at risk to perpetuate power inequities in the global market.**

This firm's past success at strategic management is a good predictor of the future.

The executive team initiates continual updates to their organizational processes to address internal power imbalances within the firm.

This firm has a time-tested process that adds more cost than benefit.