

Chapter 2 Key business decisions <https://sellidocx.com/products/test-bank-creativity-and-strategic-innovation-management-2e-goodman>

	Statement	False	True
1	The concept of effectiveness addresses issues concerned with the prudent use of resources.	F	
2	Taylor identifies four key types of business decisions.		T
3	Mesocontextual decisions draw attention to global environment trends.	F	
4	Harnessing Big Data is essential to making business decisions.		T
5	Making decisions following precedent is a fail safe method.	F	
6	There are six key steps to a business decision process.	F	
7	In buyers' markets rational decision making is a fail safe method.	F	
8	Everyone makes irrational decisions.		T
9	The 'contingency approach' posits that there is no one best method of making business decisions.		T
10	Cautious and limpet strategies are one and the same thing.	F	
11	In sellers' markets business is all about providing what customers really want and accept as value.	F	
12	Top management are best placed to take key business decisions and do not need to consult staff.	F	