

Student No. _____ Name: _____ Section: _____

Essay: Read and answer questions that follow: give examples and reference with your answers. **(8 marks)**

1. Business Strategy Frameworks:
 - a. What is a business strategy?
 - b. Discuss which factors influences a business strategy?

Rubrics:

7-8 Marks - Provide details, analyses and accurate explanation with examples.

5-6 Marks - Provide details and accurate explanation.

3-4 Marks - Provide partial details and explanation.

1-2 Marks - Provide basic details.

0 Marks - No correct answer is provided.