Across
1. Which model talks about the five forces to plan, evaluate and decide on a strategy?
2. Decision making can be defined as a way of choosing from the ____________________.
3. What do you call the external analysis involved during 'Developing premises' in planning?
4. The method to evaluate an alternative; where one can find out the increase in output for every unit of increase in input, is called ________________ analysis.
5. When a decision is taken after knowing the facts and answers to all questions, it is said to be making a decision under ________________.

6. A plan is a blueprint that specifies the necessary ________________ allocations, schedules, tasks and other actions to achieve the purpose.
7. In the BCG matrix, what do you call the portfolio which means business growth is high and the company's relative market share is strong?
8. This is one of the steps involved in Planning which identifies the cost involved. What do you call it?
9. What type of decision is taken by considering all factors, data and its relative impact?
10. In the TOWS matrix, which other internal factor affects decision making, apart from Weakness?

11. Managers use three methods to select an alternative course. These are ______________, experimentation and research & analysis.
12. Those segments/ products and services served by several businesses leading to a competitive environment is called ________________.

13. In creative decision making, what follows incubation?
14. One of the ways to evaluate an alternative is the _______ effective analysis, which ensures value for expenditures.