

E2 Project and Relationship Management EXAM PRACTICE KIT

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Solution to Q13.12, p. 66

In respect of the solution to the final option in the question the narrative explanation provided should in fact read as follows:

The relationship described here is one of **generic** competition. **Generic competitors** compete for the same disposable income with different products; for example, home improvements versus foreign vacations. **Form** competitors offer products that are technically significantly different, but satisfy the same needs; for example, manufacturers of matches and cigarette lighters.