University of Colombo, Sri Lanka

Faculty of Management and Finance

Bachelor of Business Administration (Level II – Semester VII) Examination – 2018

BEC/FIN/HLM/HRM/MKT 2310 - Strategic Management

Three (03) Hours

Answer ALL Questions

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1. i. "Nature of the current business environment has stimulated the demand for strategic thinking". Elaborate this statement by emphasizing the characteristics of business environment and vitality of strategic thinking.

    (12 marks)

    ii. Identify and briefly describe the two methods that strategists can use to identify appropriate corporate strategies for the future of the business.

    (08 marks)

    (Total 20 Marks)

2. "Sri Lankan apparel export industry is the most significant and dynamic contributor for Sri Lanka's economy and reputed worldwide for producing top quality ethical fashion apparel fashion brands." Analyze Sri Lankan apparel industry by using appropriate models to identify local attractiveness and national advantage.

    (20 Marks)

3. i. Identify alternative generic strategies and explain factors which affect generic strategy selection by taking Faculty of Management and Finance, University of Colombo as example.

    (14 marks)

    ii. What are the components of a mission statement?

    (06 marks)

    (Total 20 Marks)

4. i. "Even though BCG matrix is commonly used by the strategists to analyzed business portfolio, it has certain limitations." Describe this statement by emphasizing alternative portfolio analysis methods.

(10 marks)

   ii. "Corporate strategy concerns two different questions: what businesses the corporation should be in and how the corporate office should manage the array of business units." Elaborate this statement by emphasizing alternative corporate strategies.

(10 marks)

(Total 20 Marks)

5. "Strategy implementation is putting the strategy into place and getting individuals and organizational subunits to go all out in executing their tasks in the next step". Elaborate this statement by emphasizing main activities of strategy implementation and explain why implementation is more difficult than formulation.

(20 Marks)