

**University of Colombo, Sri Lanka**  
**Faculty of Graduate Studies**

Masters in Public Administration -2019/2020 (Classroom Mode)

Semester I Examination – September 2020

**MPA6104: Strategic Management**

**Three (03) Hours**

Answer **any Four (04)** questions.

This paper consists of five (05) questions printed on two (02) pages

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**Question no. 01**

- i. Briefly discusses the strategic management process with a relevant diagram.

(10 Marks)

- ii. Describe main characteristics of current business environment and identify macro environmental trends that negatively (threats) and positively (opportunities) effect on tourism industry in Sri Lanka.

(15 Marks)

**(Total 25 Marks)**

**Question no. 02**

- i. Compare and contrast capabilities, competencies and distinctive competencies with examples.

(10 Marks)

- ii. Assume that Sri Lank “Sathosa” is planning to practice differentiation strategy in their supermarket chain. Briefly discuss the possible areas “Sathosa” could practice the differentiation strategy with examples.

(15 Marks)

**(Total 25 Marks)**

**Question no. 03**

- i. What is meant by blue ocean strategy? Discuss how organizations practice blue ocean strategy by using four action framework and strategic canvas.

(10 Marks)

- ii. What is meant by BCG Matrix? Briefly explain the applications of BCG matrix for strategic decision making by using an appropriate diagram.

(15 Marks)

**(Total 25 Marks)**

**Question no. 04**

- i. “What is meant by vertical integration strategy? Discuss the situations that motivate organizations to follow this strategy.

(10 Marks)

- ii. What is meant by related diversification strategy? Briefly discuss the advantages and disadvantages of diversification strategy.

(15 Marks)

**(Total 25 Marks)**

**Question no. 05**

Identify and describe important activities for efficient implantation of a corporate plan by highlighting the challenges and importance of strategy implementation.

(25 Marks)

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