

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

4th YEAR 1st SEMESTER EXAMINATION – JANUARY 2011

EMG 471 -3 Strategic Management

Section - C Essay Questions

1. Apavo company (Pvt) Ltd is the producers of Apavo soap, Apavo cosmetic, Apavo ice cream, and Apavo pen. They want to diversify into the new unrelated businesses; Apavo plantation and Apavo insurance. Assume that you have been appointed as a consultant for the Apavo Company (Pvt) Ltd. The CEO has requested you to prepare a strategy implementation plan for their new diversified businesses. **Prepare the implementation plan for their diversification strategy. Please follow the sequential steps in Strategy implementation.**
(30 Marks)
2. “A company pursuing vertical integration is normally motivated by a desire to strengthen the competitive position of its original, or core business” Discuss the statement
(10 Marks)
3. Compare the characteristics of the generic strategies in the context of the Porter’s five forces?
(10 Marks)
4. Discuss the bases on which the “core competence” can be built in an organization?
(10 Marks)