



Uva Wellassa University
Faculty of Animal Science and Export Agriculture
BSc. in Export Agriculture
End Semester Examination – September/October 2013
Year III Semester II
Strategic Management EAG 328-1



Part B – Essay Questions

Answer **only one** question.

07.

- i) “Effective performance measurement is more than just reliance on financial indicators”.

You are required to:

Explain how Balanced Score Card meets the above requirement with adequate examples. (08 marks)

- ii) Discuss the components of value chain with adequate examples. (12 marks)

(Total - 20 Marks)

08. Corporate parents may seek to add value by adopting different parenting roles. They can destroy value as well as create it and should be ready to divest units for which they can not create value.

You are required to:

- i) Briefly discuss how corporate parents contribute to value destruction as well as value creation. (08 marks)

- ii) Briefly discuss the nature of possible corporate parenting roles in an organization. (10 marks)

(Total – 20 Marks)