



# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Science in Export Agriculture

THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/OCTOBER

2012

EAG 328 -1 Strategic Management



## Instructions to Candidates:

No. of pages : Two (02)  
No. of questions : Three (03)  
Time : One (1) Hour  
Marks allocated : 100 Marks

Index No:

Answer two (02) questions including question number one (01)

01.

- a) What is strategic management? (04 Marks)
- b) Briefly explain the strategic management process. (06 Marks)
- c) Assume that you are the General Manager of Agro Green Plc. You have decided to launch a new agro based product to your market.
  - i. Explain the **general** environmental factors you need to consider before launching your product. (20 Marks)
  - ii. Explain five forces you should consider to conduct the industrial environmental analysis (20 Marks)

(Total Marks 50)

02.

- a) What is sustainable competitive advantage? (06 Marks)
- b) What are the four criteria of building the sustainable competitive advantage within the organization? (04 Marks)
- c) What is value chain? Explain the each component of value chain with the relevant examples. (20 Marks)
- d) Explain the cost leadership strategy and how you can effectively use firm's value chain to implement the cost leadership strategy. (20 Marks)

(Total Marks 50)

03.

a) Explain the five steps of strategic evaluation and control. (10 Marks)

b) Explain the eight actions that an organization needs to follow when implementing and executing the strategies. (20 Marks)

c) Explain the following terms with relevant examples.

i. Vertical integration

ii. Diversification

iii. Differentiation

iv. Market penetration

(20 Marks)

(Total Marks 50)