



Uva Wellassa University of Sri Lanka
Faculty of Science & Technology
Department of Computer Science and Technology
300 level 2nd Semester Examination Dec. -2017/Jan. -2018
IIT351-2 Business Strategy



Instructions to candidates

Duration: Two (02) hours

Number of questions: Four (04) essay questions.

Mark allocation: 100

Answer all questions.

1.
 - a. Briefly explain the stockholder approach. (5 mark)
 - b. Explain how a company can obtain economies of scale. (10 mark)
 - c. Explain in detail the four (04) types of strategies identified by Miles and Snow which can be used by companies. (10 mark)
2.
 - a. Udesh, is a graduate who has just passed out from a university. He is planning to start an advertising firm in Colombo. Before starting the firm, Udesh seeks your help to analyze the industry/marketplace environment that his advertising firm has to compete in.
Note: Use Michael Porter's five forces framework (20 mark)
 - b. Briefly explain the concept of longitudinal analysis. (10 mark)
3. Write short notes on the following topics.
 - a. Mintzberg's 5 P's of strategy
 - b. On-The-Job training
 - c. SWOT analysis (15 mark)
4.
 - a. Briefly explain the two (02) critical assumptions of the resource-based view framework. (10 mark)
 - b. Discuss how Porter's value chain can assist the resource-based view in achieving competitive advantage. (10 mark)
 - c. Discuss the importance of employee orientation and mention the important areas to be included in an orientation programme. (10 mark)