



**Uva Wellassa University**

**Faculty of Animal Science and Export Agriculture**

**B.SC Export Agriculture**

**THRID YEAR SECOND SEMESTER EXAMINATION –August/September 2011**

**Strategic Management EAG 328 -1**



**Instructions to candidates:**

No. of pages : Three (03)  
No. of questions : Ten (10)  
Time allocation : Fifteen (15) minutes  
Marks allocation : 10 Marks

Index Number:

**Answer all questions**

Each question has one correct answer only. Indicate it by underlining.

**Part C – Essay Questions**

Answer **only two (02)** questions from Part C including question 1.

Marks allocation: 50 Marks

1. Vaniz company (Pvt) Ltd is the producers of Vaniz soap, Vaniz cosmetic, Vaniz ice cream, and Vaniz pen. They want to diversify into the new unrelated businesses; Vaniz plantation and Vaniz insurance. Assume that you have been appointed as a consultant for the Vaniz 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. Explain the bases on which the “core competence” can be built in an organization?

(20 Marks)

5. Briefly explain how functional-level strategies contribute to customer responsive activity of an organization?

(20 Marks)