

Uva Wellassa University
B.Sc. in Export Agriculture

End Semester Examination June/July 2009
Year III Semester II

Strategic Management EAG 328-1



Instructions

Answer **all** questions

No. of questions : One (01)

No. of pages : One (01)

Total marks allocated : 50%

Time : Half an hour (1/2hr)

Index No:

Part II - Essay

Question 1

I. Describe the characteristics of a mission statement

(40 Marks)

II. Define and explain Value Chain Analysis

(30 Marks)

III. Develop a BCG Matrix using the information given in the table

Divisions	1	2	3
Relative market share	0.2	0.5	0.8
Industry growth rate	+0.20	+0.10	-0.10

(30 Marks)