

Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management **Uva Wellassa University**
THIRD YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 2011

EMG 363 -2 Decision Making in Insurance

Instructions to candidates:

No. of pages : Four (04)

No. of questions : Five (05) Structured

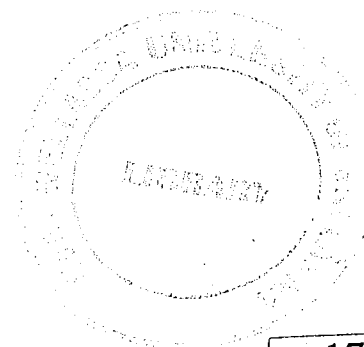
: Four (04) Essay

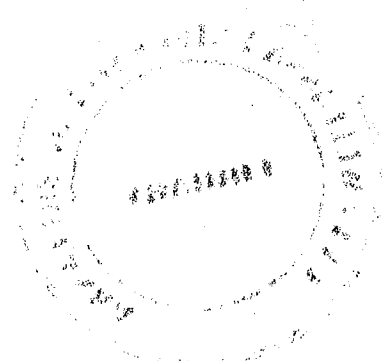
Time allocation : One (01) Hour and Fourty (40) min.

Marks allocated : Eighty five Marks

Question paper is not to be removed from examination hall

Index Number:





Part C – Essay Questions

Answer **only three (03)** questions from Part C **including question 1.**

Marks allocation: 55 Marks

1. Assume that you have been appointed as a consultant for an insurance company that you are familiar. The CEO has requested you to explain about cost leadership, differentiation and focus strategy. Write a brief report explaining how these strategies can be used in that insurance company?
(25 Marks)
2. “Benchmarking is the process of identifying "best practice" in relation to both products (including) and the processes by which those products are created and delivered”. Explain the sequential steps to evaluate the strategic performance by using benchmarking?
(15 Marks)
3. Explain the bases on which the “**core competence**” can be built in an organization?
(15 Marks)
4. Explain the sequential steps of implementing and executing strategy?
(15 Marks)