



Uva Wellassa University
Faculty of Animal science & Export Agriculture



BSc in Export Agriculture
End Semester Examination- August/ September 2014

Year III Semester II
Strategic Management EAG 328-1

Instructions

Answer only two (02) questions including question number 01

No. of questions : Three (03)

No. of pages : One (01)

Time : 1 Hour

Total marks allocated : 100 Marks

Index No.

Question 01

Assume that you are the General Manager of Agrochemical (Pvt.) Ltd. which is situated in Colombo. Your Organization has planned to expand its operations to Northern Province. As the first step, corporate parents have decided to establish a branch in Jaffna town.

- a) As the General Manager of Agrochemical (Pvt.) Ltd., provide a detailed external environment analysis by writing a report to the top management. (25 Marks)
- b) Explain how Agrochemical (Pvt.) Ltd can plan their value chain in order to implement the cost leadership strategy successfully. (25 Marks)

Question 02

- a) Explain the five steps of strategic evaluation and control. (25 Marks)
- b) Explain the four generic building blocks of competitive advantage with relevant examples related to your industry. (25 Marks)

Question 03

- a) Explain stakeholders mapping and its importance to the organization. (25 Marks)
- b) Explain the following terms with relevant examples.
 - i. Vertical integration
 - ii. Economies of scope
 - iii. Benchmarking
 - iv. Diversification
 - v. Strategic audit (25 Marks)