



# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION - SEPTEMBER/OCTOBER

2012

EMG 363-2 Decision Making in Insurance



## Part - C Essay Questions

Answer two (02) questions including question number one (01) in Part C

Marks Allocated: 50

1. Assume that you are the General Manager of Alpha Insurance plc which is situated in Colombo. Your company has planned to expand your business to Northern Province and as the first step, Company has decided to establish its first branch in Jaffna.

a) What are the general environmental factors those should be considered for the expansion?  
(10 Marks)

b) Explain how you would differentiate your service compared to your competitors?  
(10 Marks)

c) What is competitor analysis? Explain the four criteria that should be considered in order to perform the competitor analysis.  
(10 Marks)

(Total Marks 30)

2.

a) What is strategic choice? (04 Marks)

b) Explain the three kinds of business level strategies. (06 Marks)

c) Explain the types of diversification strategies and list out five reasons for why organizations are following diversification strategies. (10 Marks)

(Total Marks 20)

3.

a) What is strategic implementation? (02 Marks)

b) List out the eight actions that an organization needs to follow when implementing and executing the strategies. (08 Marks)

c) What is Boston Consulting Group (BCG) matrix? Explain the advantages of constructing BCG matrix to the organization. (10 Marks)

(Total Marks 20)

4.

- a) What is "Balance Score Card"? (05 Marks)
- b) What are the steps that should be followed in benchmarking the strategies? (05 Marks)
- c) Explain the five steps of strategic evaluation and control. (10 Marks)

(Total Marks 20)