



**Uva Wellassa University**  
**Faculty of Management**

**Degree of Bachelor of Business Management in Entrepreneurship and Management**

*Year 4 Semester 01 Examination – December/ January 2009/ 2010*

EMG 471-3 Strategic Management

Time : 1 hour and 30 minutes

Total marks 50

Answer **three questions including question number one**

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- 1) Assume that you are the CEO of a small (200 employees) business. Using the strategic formulation process prepare a strategic plan for your business. Make sure that you address all the areas of the plan? (26 Marks)
  
- 2) Explain why organization structure needs to fit together with strategy to support the implementation of an organization strategy. Support your argument with the “structuring the organization to promote successful strategy execution” (12 Marks)
  
- 3) Describe how a company achieves strategic fit between supply chain strategy and its competitive strategy? (12 Marks)
  
- 4) Discuss the role of each driver in creating strategic fit between the supply chain strategy and the competitive strategy? (12 Marks)