


Uva Wellassa University
Faculty of Animal Science and Export Agriculture

Bachelor of Science in Export Agriculture

THIRD YEAR SECOND SEMESTER EXAMINATION – JANURARY/FEBRUARY -2016

EAG 328-1 Strategic Management

Instructions to candidates:

No. of pages : One (01)
No. of questions : Three (03) Essay
Time : Thirty (30) Minutes
Marks allocated : 40%

Part - II Essay Questions

Answer all questions

1. Briefly explain competitive risks of focus strategies
(15 Marks)

2. Briefly explain how functional-level strategies contributes to achieve low cost leadership strategy.
(15 Marks)

3. Differentiate “forward” and “backward” vertical integration strategy.
(10 Marks)