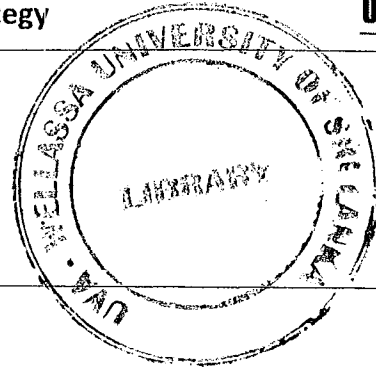


Uva Wellassa University of Sri Lanka
Faculty of Science and Technology
Department of Computer Science and Technology
300 level 2nd Semester Examination Dec. / Jan. 2017
IIT351-2 Business Strategy



Instructions for candidates

Duration: Two (02) hours

Number of questions: Four (04)

Mark allocation: 100

Answer all questions

1.
 - a. Distinguish core competencies from general competencies. (10 mark)
 - b. Imagine that you are an employee of ABC Company. You have been asked to carry out a value chain analysis of the company. List down the steps that you would be following when carrying out the above analysis. (15 mark)
2. You have been invited to write an article by a local magazine, under the topic of "Importance of organizational culture". Write the article while discussing the following topics.
 - i. What is organizational culture?
 - ii. Characteristics of organizational culture
 - iii. Power distance
 - iv. The cultural web
 - v. Importance of organizational culture (25 mark)
3. Discuss in detail how Porter's generic strategies can be used as a framework to outline the major strategic options open to organizations that wish to achieve a sustainable competitive advantage. (25 mark)
4.
 - a. While briefly explaining each type, explain under which circumstances the different types of strategic change can be used in organizations. (15 mark)
 - b. List down five (05) reasons that make 'change programs' fail. (10 mark)

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