

Sample Examination Questions
Strategic Management 1st Term
Examination

27th Jan. 2005

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Define the terms strategy, business, functional and corporate strategies, strategic management? Discuss the link between military and business strategies then defend and oppose this link.

Define strategic management and explain the scope of SM. What are the essential differences between Strategic and Operation Management. Strategy relies on understanding internal and external contexts, explain why this is necessary and provide examples of both contexts. What is the link called between these 2 contexts?

Performance is a fundamental concept in SWOT analysis and strategic management, define the usage, usefulness and application for profit and non-profit organisations.

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Define and then discuss the merits of ARC analysis in assessing strategic alignment. How can ARC analysis be used in Industrial Analysis? Provide 2 examples of an organisation structure and discuss ONE of the possible linkages within each organisation.

Explain the term strategy and the difference between Business and Corporate Strategies. Describe how you would craft a mission statement and schematically explain the process to set-up your strategy. Discuss how strategic management has evolved since the 1950's and where it might be in the next decade (2010-2020).

Explain the terms Explorers, Exploiters and Organisation slack in the context of competitive advantage. Describe the Porter's 'Five Forces' framework and how it could be improved

Define and depict each of the five categories or forms of competition in the spectrum of competition model for industry. Compare the monopoly and dominant company categories or forms of competition and make reference to two specific descriptive examples for each of these two categories.

Discuss the merits and demerits of monopoly, dominant, oligopoly, niche, perfect competition categories of industry. Provide examples for each category and the full name of this model.

Discuss the spectrum of competition providing examples of all five categories. Describe and then discuss the 'Perfect Competition' model within the spectrum of competition.

How does information and knowledge management link to competitive advantage? Discuss the reasons why or why not a dominant firm might or might not consider attacking smaller competitors to increase market share?

Define the terms trends and discontinuities. Provide at least 3 examples of trends then discuss the importance of tracking trends in the context of deciding a strategy.

Explain links between differentiation, competition and strategic interaction. Describe the five elements of strategic interaction starting from timing.