

15/04/19

International Islamic University Chittagong  
Final Examination Autumn 2018  
Program: BBA Course Code: MGT: 4706  
Course title: Strategy in Business

Time: 2 Hours 30 minutes.

Marks: 50

(Answer any five questions of the following questions. Figure in the right hand side margin indicates full marks. All parts of the same question must be answered serially)

1. a) What are the different steps that companies can take at the functional level to increase their efficiency? Briefly discuss. 5  
b) Identify the primary roles of different functions in achieving superior responsiveness to customers. 5
2. a) How does a company can identify customer groups and market segment? Discuss with relevant figures and examples 5  
b) Discuss the generic business level strategies in brief. 5
3. a) What is international expansion? Discuss in brief the basic four global strategies. 5  
b) What is global strategic alliance? Write down the advantages and disadvantages of this strategy. 5
4. a) What is strategic outsourcing? Show the figure of strategic outsourcing of primary value creation functions of an organization. What are the benefits of outsourcing? 5  
b) Ducth Bangla Bank Limited and Grameen Phone are *strategic partners* for "Mobi-cash" service of Grameen Phone. How does Grameen Phone could create a *stable long-term strategic alliance* with Ducth Bangla Bank Limited. 5
5. a) What do you know about diversification strategy? How a company can increase profitability through diversification strategy? 5  
b) Differentiate between related and unrelated diversification. Show a model of a company that is engaged in related and unrelated diversification. What are the disadvantages of this strategy? 5
6. a) What is meant by economies of scale and diseconomies of scale? Explain the impact of learning effect and economies of scale on unit cost of product. 5  
b) Make some suggestions to avoid opportunistic exploitation by strategic partners. 5
7. Write short notes: 10  
a) Experience curve  
b) Porter's diamond  
c) Restructuring  
d) Six sigma