

International Islamic University Chittagong

Final Examination **Spring 2022**

Program: BBA Course Code: **MGT: 4706**

Course Title: **Strategic Management**

Time: 2 Hour 30 min.

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**)

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|----|----|--|---|------------|-------------|
| 1. | a) | Briefly discuss the experience curve effect on efficiency. | 2 | Understand | |
| | b) | What do you mean by flexible manufacturing technology? How does it effects on a company's cost structure? | 3 | Analyze | CLO2 |
| | c) | Identify and apply the primary roles of different functions of an organization in achieving superior responsiveness to customers. | 5 | Apply | |
| 2. | a) | Discuss with relevant figures and examples of creating customer groups and market segment. | 2 | Remember | CLO2 |
| | b) | Identify the four generic business level strategies in brief. When a cost leadership strategy may be applicable most? | 3 | Understand | |
| | c) | 'A differentiation business model & strategy is based on creating a product that customers perceive as different or distinct in some important way'- discuss. | 5 | Evaluation | |
| 3. | a) | As a nation what are the different competitive advantages of Bangladesh through which it can achieve a competitive position in global market? | 2 | Analyze | CLO2 |
| | b) | Elucidate "Global Strategic Alliances" with example? How could 'opportunistic' exploitation be avoided in strategic alliance relationship? | 3 | Understand | |
| | c) | 'Companies typically choose among four main strategic postures when competing internationally: a global standardization strategy, a localization strategy, a transnational strategy, and an international strategy'-describe each with examples and figures. | 5 | Analyze | |
| 4. | a) | What do you understand about <i>Corporate Strategy</i> ? | 2 | Understand | CLO3 |
| | b) | Critically evaluate the Merger decision of <i>Robi and Airtel</i> –two telecom operators of Bangladesh. | 3 | Evaluation | |
| | c) | Prepare a comparative analysis on vertical integration, strategic alliances and outsourcing. | 5 | Evaluation | |
| 5. | a) | What is Diversification strategy? | 2 | Remember | CLO3 |
| | b) | Identify the six main justifications for choosing a diversification strategy. Discuss two of them with example. | 3 | Remember | |
| | c) | Compare between related diversification and unrelated diversification? When a company is likely to choose related diversification and unrelated diversification? | 5 | Evaluation | |
| 6. | a) | Identify the common stakeholders of a company? | 2 | Understand | CLO3 |
| | b) | Apply 'Good governance mechanism' to prevent 'Agency problems inside a company. | 3 | Apply | |
| | c) | Create some recommendations by which a company can build up an ethical company. | 5 | Apply | |
| 7. | | <u>Write short notes:</u> | | | |
| | a) | Strategic Outsourcing | 2 | Remember | CLO2 & CLO3 |
| | b) | Six sigma quality | 2 | Remember | CLO3 |
| | c) | Balanced Score Card | 2 | Remember | |
| | d) | Veil of Ignorance | 2 | Understand | |
| | e) | Stuck in the Middle of strategy | 2 | Understand | |