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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2015/2016**

COURSE NAME : STRATEGIC MANAGEMENT
COURSE CODE : BPB 33803
PROGRAMME CODE : BPA
EXAMINATION DATE : JUNE/JULY 2016
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1** (a) The effectiveness of a strategy is heavily reliant on upon the size of the organization.

Analyse the situation in which the application of the strategy-formulation framework differ from a small to a large organization.

(10 marks)

- (b) In multidivisional firms, each autonomous division or strategic business unit should construct an IFE and EFE Matrix. Divisional matrices then can be integrated to develop an overall corporate IE Matrix. Both external and internal evaluation together called IE analysis for any business firm.

Design a strategy for an organization that achieves total weighted scores of 3.6 on the IFE and 1.2 on the EFE Matrix.

(15 marks)

- Q2** All companies, from one-person operations to the strategic business units of large corporation, must develop a business strategy if they are to compete effectively and maximise their long-term profitability.

- (a) Illustrate the main components of organisational structure.

(10 marks)

- (b) Describe the important of matching strategy with the right organisational structure.

(15 marks)

- Q3** Strategy evaluation is vital to an organisation well-being. Timely evaluations can alert management to problems or potential problems before a situation become critical

- (a) Analyse the stages of strategy evaluation process.

(10 marks)

- (b) Examine **ONE (1)** evaluation model that can be used in measuring both financial and non-financial performance of an organisation.

(15 marks)

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- Q4** (a) An important function of strategic management is to focus on integrating management, marketing, finance, accounting, production, operations, research and development and computer information systems to achieve organization success.

Describe **FIVE (5)** steps required for effective product positioning.

(15 marks)

- (b) Suppose your company has just acquired a firm that produces battery-operated lawn mowers, and strategies want to implement a market-penetration strategy.

Discuss the market segments of this product.

(10 marks)

- **END OF QUESTIONS** -