

**MASTER OF BUSINESS ADMINISTRATION**

**BANKING & FINANCE/MANAGEMENT//MARKETING**

**FINAL EXAMINATION**

**May 2024**

**Cou**rse: OBM4407 Duration to complete: 3 hours

 (Strategic Management) Start time: 2.00 pm; 7/9/2024

 Lecturer: Dr. Gan Joo Kong End time: 5.00 pm; 7/9/2024

**INSTRUCTIONS:**

1. Answer **ALL** questions. Each question carries **25 marks**.

2. The mark allocated for this paper is **100** but it constitutes **30%** to the total mark.

3. This examination paper is confidential. The questions must be answered individually.

 You are not permitted to discuss or consult with other students or individuals.

4. References must be made if you use any reference materials.

**Answer Format:**

1. Do not put your name on any material related to the exam. Use only your

 student ID number for identification.

2. Type your answer in the Quiz Answer Section that is provided.

This exam paper consists of **ONE (1)** printed page (excluding the front cover)

**OBM4407 (Strategic Management)**

**Final Exam May 2024**

Answer **ALL** question. Each question carries **25 marks.**

1. a. Explain the concept of strategy in business. (15 marks)

 b. Why is strategy important to a business? (10 marks)

2. a. The long-term purpose of a business is to attain “sustainable competitive

 advantage”. Explain **two (2)** ways by which a business can attain such

 competitive advantage. (10 marks)

 b What it means to have achieved “competitive advantage”? (15 marks)

3. a. Justify how, according to the “Ansoff’s product-market framework”,

 a business is capable of attaining its competitiveness in an industry. (18 marks)

 b. With reference to **three** (3) criteria, explain how the usefulness of a

 strategy is determined. (7 marks)

4. a. What conditions or factors are necessary for a nation to gain

 competitive advantage over its neighbouring countries? (12 marks)

 b. Explain the **three (3)** strategies a business can adopt to enter

 foreign markets. (13 marks)

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