



FINAL EXAMINATION NOVEMBER 2023

COURSE TITLE **STRATEGIC MANAGEMENT**

COURSE CODE **BGB3013**

DATE/DAY **25 FEBRUARY 2024 / SUNDAY**

TIME/DURATION **05:00 PM - 07:00 PM / 02 Hour(s) 00 Minute(s)**

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided.

[60 MARKS]

SECTION A

(10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. _____ refers to the process of conducting research on a company and its operating environment to formulate a strategy.
 - A. SWOT Analysis
 - B. Balanced Scorecard
 - C. Strategic Analysis
 - D. Strategic Implementation

2. _____ requires introduction of change in the organization to make organizational member adapt to the new environment.
 - A. Strategic Intent
 - B. Strategic Planning
 - C. Strategy Crafting
 - D. Strategy Implementation

3. When a corporation implement a stability strategy, they _____.
 - A. expand the company's activities
 - B. reduce the company's level of activities
 - C. makes no change to the company's current activities
 - D. diversify into an industry unrelated to its current one

4. The plan devised to maintain and build competitive advantage over the competition _____.
 - A. strategy
 - B. style
 - C. skills
 - D. systems

5. _____ are simply a set of activities that transforms a set of inputs into an outputs for another person.
- A. Business Process
 - B. Strategic Controls
 - C. Analytical Programs
 - D. Market Policies
6. All of the following are reasons strategy evaluation is more difficult today EXCEPT _____.
- A. dramatic increase in the environment's complexity
 - B. the increasing number of variables
 - C. the increase in the number of both domestic and world events affecting organizations
 - D. the decreasing difficulty of predicting the future with accuracy
7. Which of the following **BEST** reflects business ethics?
- A. Business is outside the realm of ethical enquiry and morally neutral or unethical
 - B. Ethics in business do exist but differ from ethics in other spheres and may appear amoral in other spheres
 - C. Business, politics and private life share the same ethics as part of a moral community
 - D. None of the above
8. Jollybee is deciding whether to expand into manufacturing kitchen equipment in China. At what level is this decision likely to be made?
- A. Business
 - B. Corporate
 - C. Functional
 - D. International
9. In designing an export strategy, companies make two broad choices along the dimensions of _____.
- A. global integration and local responsiveness
 - B. global integration and global responsiveness
 - C. local integration and responsiveness
 - D. export responsiveness

10. Which of the following concerns regarding conducting business in China have been raised?
- A. Criminal gang activity
 - B. Large payments to some workers
 - C. Child labor
 - D. All of the above

SECTION B

(50 Marks)

There are **FOUR (4)** questions in this section. Answer **ALL** questions in the answer booklet.

1. Legoland is in the process of building its own theme park here in Malaysia. There are a lot of processes, precision and obstacles that they need to face for the next 5 years. Control is the main factor in order to achieve the highest performance results. Briefly explain **THREE (3)** types of controls in order to build the safest and quality theme park. (12 marks)
2. Every organization's ability to carry out choices and carry out crucial operations in an efficient, consistent, and effective manner determines its ability to succeed. Describe **FOUR (4)** issues with the implementation of your strategy. (20 marks)
3. What is Corporate Social Responsibility (CSR)? Provide examples of CSR. (6 marks)
4. International business operations are subject to numerous legal regulations, as each country has a different set of regulations for business. Discuss **FOUR (4)** common ethical issues arise around the world. (12 marks)

***** END OF QUESTION PAPER *****