

**UNIVERSITY OF BOLTON**

**INSTITUTE OF MANAGEMENT**

**BSc (Hons) BUSINESS MANAGEMENT/ BSc (Hons)  
BUSINESS MANAGEMENT WITH FOUNDATION  
YEAR/ BSc (Hons) BUSINESS MANAGEMENT  
(TOP/UP)**

**SEMESTER TWO EXAMINATION 2018 /2019**

**STRATEGIC MANAGEMENT**

**MODULE NO: BAM6002**

Date: Monday 20 May 2019

Time: 2.00 – 5.00

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**INSTRUCTIONS TO CANDIDATES:**

**Section 1: The question in this section is compulsory.  
(40 marks)**

**Section 2: Answer any two questions. All questions in this section carry equal marks.  
(30 marks)**

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University of Bolton  
Institute of Management  
BSc (Hons) Business Management  
Semester 1 Resit Examination 2018/2019  
Strategic Management  
Module No. BAM6002

**Section 1: Compulsory question** to be answered by all:

1. Critically explore the term 'Strategic Management'. Using examples as appropriate, discriminate between prescriptive and emergent models and explain the factors affecting the successful application of each model.

**(40 marks)**

**Section 2:** Answer any **two** from the following:

2. Comment critically on the idea that 'Core Competence' is an essential component in developing Sustainable Competitive Advantage (SCA) for an organisation. Use examples from the literature to support your arguments.

**(30 marks)**

3. Critically evaluate the benefits, costs and risks of using 'innovation' to drive long-term organisational development, illustrating your answer with examples of how this approach to formulating and deploying strategy works in practice.

**(30 marks)**

4. "Context and purpose are critical to the effective use of SWOT (Analysis)" (Sarsby 2016, P22).  
In light of this statement what critical conclusions can be drawn, concerning the practical application of SWOT Analysis as a strategic management tool,

**(30 marks)**

5. Compare and contrast two models or theoretical approaches available to managers for assessing the competitive position of an organisation, commenting critically on the benefits and limitations of each. Apply your response in context where possible.

**(30 marks)**

**END OF QUESTIONS**