

UNIVERSITY OF BOLTON

INSTITUTE OF MANAGEMENT

BSc (Hons) BUSINESS MANAGEMENT

SEMESTER TWO EXAMINATION 2022/2023

STRATEGIC MANAGEMENT

MODULE NO: BMP6002

Date: Wednesday 10 May 2023

Time: 2.00 – 4.00

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)

University of Bolton
Greater Manchester Business School
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Section 1: Compulsory question to be answered by all:

1. Critically explore the need for organisations to adopt a Strategic Management Process when managing their strategic position in light of factors such as complexity and uncertainty. Where possible use case study examples to support points you put forward. **(40 marks)**

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

1. Using examples from the literature critically assess the factors which best facilitate the assessment and delivery of Sustainable Competitive Advantage (SCA) for an organisation. **(30 marks)**
2. 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)**
3. 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. **(30 marks)**
4. Compare and contrast two tools available to managers to assess the environmental competitive position of an organisation. Comment critically on the benefits and limitations of each model/approach and apply your response in context where possible **(30 marks)**
5. Critically evaluate the application of a Strategic Market Based Approach to organisational strategy (using relevant theory). Apply your answer in context where possible **(30 marks)**

END OF QUESTIONS