

EXAM WRAPPERS

Objective of exam wrapper is twofold

1. To guide you for time management
2. To give you a taste of upcoming exam questions

This wrapper will help you determine focus areas and improve weak understandings by going back to the readings provided, attending upcoming Skype Session, group discussions, and consulting books along with managing time appropriately to secure good grades.

A cheat sheet is provided at the end of this document to help you find accuracy level of your answers.

Please fill following before you start attempting wrapper questions.

How much time did you spend on these activities?	Time spent/week	Ideally required time
Reading module related readings		3 hr.
Attending Skype Sessions		1 hr.
Reading textbook section(s) for the first time		1 hr.
Re-reading textbook section(s)		15 min
Reviewing your own notes		15 min
Solving self-assessments		10 min
Total		5 hrs. 40 min

EXAM QUESTION WRAPPER

- 1. The Board of Directors of ABC Manufacturing Company has decided to devise a strategy which reflects the overall purpose and scope of the business and to meet the stakeholder expectations. Being a business graduate how would you evaluate this strategy from investor's perspective and why an organization need this strategy?**
- 2. Why larger firms often find it constructive to formulate separate strategies for each strategic business unit (SBU) and how Business-unit strategy determines the nature and future direction of each business unit, and how many organizations manage their differing SBUs in ways that create synergies by providing customers a single-branded solution across multiple markets?**

CHEAT SHEET

Question 1:

Answers may vary. Marks will be awarded according to justification. However my point of view is as follows:

This strategy is called Corporate Strategy, and it is concerned with the overall purpose and scope of the business to meet stakeholder expectations. This is a crucial level since it is heavily influenced by investors in the business and acts to guide strategic decision-making throughout the business. All organizations need a corporate strategy the central scheme or means for utilizing and integrating resources in the areas of production, finance, research and development, human resources, and marketing, to carry out the organization's mission and achieve the desired goals and objectives.

Question 2:

Business Unit Strategy is concerned more with how a business competes successfully in a particular market. It concerns strategic decisions about choice of products, meeting needs of customers, gaining advantage over competitors and exploiting or creating new opportunities etc. Business-unit strategy determines the nature and future direction of each business unit, including its competitive advantages, the allocation of its resources, and the coordination of the functional business areas (marketing, production, finance, human resources, etc.).

Many organizations manage their differing SBUs in ways that create synergies by providing customers a single-branded solution across multiple markets for instance Sony has a number of SBUs and joint ventures, including Sony Electronics (televisions, DVD players, mobile electronics, computers, Sony Ericsson (mobile multimedia and cell phones), and Sony Computer Entertainment (the PlayStation family of games and consoles).

