

FACULTY OF ENGINEERING TECHNOLOGY
MASTER OF TECHNOLOGY IN INDUSTRIAL ENGINEERING
LEVEL 7
FINAL EXAMINATION – 2008/2009
ITEM 7117 – STRATEGIC MANAGEMENT



DATE : 09TH MARCH 2009
TIME : 0930HRS – 1230 HRS
DURATION : THREE (03) HOURS

038

Answer any five (05) questions. All questions carry equal marks.

Board of Directors of a poorly performed local Finance Company is exploring the options available for the Company to arrest the deterioration of the market share and the profits in the long run. Explain the Board of Directors of this Company, the process of Strategic Planning and its advantages to the Finance Company in improving the situation in the long run?

Ceylon Petroleum Corporation has established a subsidiary company to introduce a new gas cylinder to the local market. Select an appropriate approach/ technique and assess the internal and external environment of the new company. Explain the critical factors and variables to be addressed in this exercise?

“A Company Mission should not be narrow or too broad” Explain the basic factors / guidelines to be considered in developing a mission statement for an industrial organization giving examples?

“In a competitive market environment, Firms cannot be survived without having Corporate Objectives” Do you agree with the above statement? Justify your answer. Explain the factors to be considered in developing corporate objectives for a company?

“Once an accurate assessment is made of the Company’s present situation and its projected future the Company has three basic strategic alternatives. What are they? Briefly explain each of these alternative strategies?

“Plans serve no useful purpose unless they are implemented. “What are the essential conditions that are required for successful implementation of the Corporate Plan? Explain the basic steps of monitoring Corporate Plans?

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