

MBA Comp Exam Questions AY 2024-2025 – MGMT 6850

1. Critically explain and evaluate all of the business-level strategies below:

- a) Define the business-level strategy, and differentiate each type of business-level strategies.
- b) Provide examples of corporations that implement each of the business level strategies individually or collectively. Evaluate how the strategies help the firms compete with their competitors.
- c) Elaborate the benefits and drawbacks of each business level strategies.

2. Explain all of the following concepts:

- a) Vertical Integration. Define vertical integration. Provide one example of forward integration and one example of backward integration. How does each of these strategies help a corporation in its goal of competitive advantage? 1.A.-What potential drawbacks a vertical integration can incur?
- b) Horizontal Integration. Define horizontal integration. Provide examples of different types of horizontal integrations, and show how a horizontal integration has added value and competitive advantage to the firm you have chosen. 2.B. What potential drawbacks different types of horizontal integrations can incur?

3. Critically explain and evaluate all of the following:

- a) What are the strategic analytical tools that a general manager should employ to help he/she design business or corporate level strategies and compete in the industries that the firm has already competed in? Please list and define at least three strategic analytical tools. Critically evaluate how those strategic analytical tools help the manager makes the decision.
- b) What are the strategic analytical tools and concepts that a general manager should employ to compete in an industry that is new to the firm? Please list and define at least three of the strategic analytical tools or concepts. Critically evaluate how those strategic analytical tools and concepts help the manager makes the decision.