Exam Format
- 3 essay type Answers. One from each chapter covered. Each question is of 10 points. Thus, 30 points
- Multiple Choice, True/False (20 Questions: 20 points)

Focus on the following:
1. Read the Chapters; don’t rely on PowerPoint, only.
2. Concentrate on the following:
   a. Explain the concept of “competitive advantage” and “sustained competitive advantage”
   b. Porter’s five force model
   c. Concept of Sectors, Industries, market segments and strategic groups
   d. Four Sources/Pillars of Competitive advantages
   e. The role of efficiency, quality, innovation, and customer responsiveness in building and maintaining a competitive advantage
   f. Concept of the value chain
   g. How a company can build and maintain a competitive advantage through its choice of functional strategies.
   h. Identify the different steps that can be taken at the functional level to improve a company’s
      i. Efficiency
      ii. Quality
      iii. Innovativeness
      iv. Responsiveness to its customers
   i. Explain competitive positioning and the tradeoffs between differentiation, cost, and pricing options
   j. Porter’s generic strategies of cost leadership, differentiation, and focus—and the opposite, being stuck in the middle—as well as the combined cost leadership/differentiation strategy.