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. Identify the strategies necessary to increase profitability in fragmented industries
   b. Discuss the problems in embryonic and growth industries and the necessary business models for competing effectively
   c. Examine the main kinds of competitive strategies necessary to increase profitability in intense mature industries
   d. Explain the important role of technical standards in creating success in high-tech industries.
   e. Describe the ways in which technical standards can emerge.
   f. Explain the process and requirements of globalization and how it impacts a company’s strategy.
   g. Discuss the four different strategies for competing in the global marketplace: a global standardization strategy, a localization strategy, a transnational strategy, and an international strategy.
   h. Discuss the advantages and disadvantages of various modes of entry into foreign markets.
   i. Define horizontal integration and discuss the main advantages and disadvantages of using this corporate-level strategy.
   j. Define vertical integration and discuss the main advantages and disadvantages of using this corporate-level strategy.
   k. Explain the use of strategic alliances and outsourcing instead of vertical integration.
   l. Distinguish between related and unrelated diversification
   m. Describe the five ways diversification can increase company profitability
   n. Explain why managers would pursue related diversification, unrelated diversification, or both
   o. Describe and discuss the advantages and disadvantages of the three methods for entering new industries: internal new venturing, acquisitions, and joint ventures