

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BCS 3773
COURSE	: BUSINESS STRATEGY
SEMESTER/SESSION	: 1-2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define the term 'business strategy'. (2 marks)
- b) Outline **FIVE (5)** types of business strategy that can be adopted by a firm. (10 marks)
- c) Analyze **SIX (6)** advantages of a good business strategy. (12 marks)
- d) List **FOUR (4)** business resources needed to build a firm. (4 marks)

QUESTION 2

- a) Outline **FIVE (5)** characteristics of SMART in ensuring the best goal setting. (10 marks)
- b) Good firms need to have their own vision and mission. Discuss with example the difference between vision statement and mission statement. (2 marks)

QUESTION 3

- a) STEEP Analysis is used to monitor trends in business environment. Explain your understanding in STEEP analysis with proper example. (10 marks)
- b) The effects of climate change on companies can be grouped into six categories of risks: regulatory, supply chain, product and technology, litigation, reputational and physical. Discuss **SIX (6)** of above risks. (12 marks)
- c) Explain **FOUR (4)** reasons why a firm wants to go global. (8 marks)

QUESTION 4

- a) Restructuring of a company is considered as one of important issues in strategic management. Illustrate **THREE (3)** types of restructuring of a firm. (6 marks)
- b) In developing a good strategy for business the firms may encounters some issues. Explain **TWO (2)** issues in strategic planning. (4 marks)

QUESTION 5

Since the announcement of MCO (Movement Control Order) by the Malaysian Prime Minister on 18th March 2020, all businesses were affected since most of business couldn't operate properly. Therefore one of the main concern of a manufacturer was to develop a new products in order to ensure the business survival.

- a) As a business owner, illustrate **FIVE (5)** obstacles in business strategy during the pandemic of covid-19. (10 marks)
- b) Even in pandemic, the business still need to focus on SWOT analysis in industry. Demonstrate any **TWO (2)** opportunities that the business can adopt during the pandemic. (4 marks)
- c) In current situation a lot of business have collapse because of inability to cope with the economic situation. One of the strategies is to retrench but this strategy itself has its flaws. Outline **THREE (3)** problems in retrenchment (6 marks)

-----End of question-----

