

MBA 799  
Strategic Management

Test Chapters 5, 6, 8, and 9

Please follow the following steps:

Print your name at the TOP of the first answer sheet

**DOUBLE SPACE.** Write as legible as possible, pencil or pen okay. Computer prepared paper is, of course, fine.

Answer each question FULLY so as to best convey your understanding of the material. .

Staple your answer sheets together.

**Sign the last answer page. Your signature is your honor pledge all the work is yours.**

I As CEO of your company, what are your thoughts regarding the **primary features** and the **advantages** and the **disadvantages** of **differentiation** as a business level strategy?

II As CEO of a company in **a mature industry** what are your thoughts as to **strategies to deter entry of new competitors?**

III As CEO of your company, what are your thoughts regarding the pursuit of a **localization strategy?**

IV As CEO of your company, what are your thoughts regarding each of the following: **long term contracting**, **strategic alliances** and **strategic outsourcing** as viable alternatives to vertical integration?