

Eastern University, Sri Lanka

29 APR 2015

Faculty of Commerce and Management

Final Year Second Semester Examination in Bachelor of Commerce

Specialisation in Accounting and Finance 2011/2012 (May 2015)

Special Repeat

COC 4013 Business Strategic Planning

Answer all questions

Duration: Three Hours

1. Answer the following questions in brief
 - (i) Describe what is Strategic Business Planning.
 - (ii) Strategic Business Planning incorporates two fundamental strategies. What are they?
 - (iii) What are the benefits of Strategic Business Planning?
 - (iv) What would be the characteristics of a business in each phase of a Product Life Cycle?
 - (v) What do you understand by a Company's Purpose?
 - (vi) What are the features of an effective "Company's Purpose Statement"?
 - (vii) What are the advantages of having an effective "Company's Statement of Purpose"?
 - (viii) Differentiate a confused Company from a focused company.
 - (ix) Describe what is "good management" for a business organization.

(x) Discuss the importance of Performance Targets to an organization.

(10 @5= 50 Marks)

2. The Strategic Planning Framework is the glue that holds the strategy and implementation together

(i) What are the basic components of a Strategic Business Planning Framework?
(05 Marks)

(ii) Briefly describe each of the components. (05 Marks)

(iii) Describe a simple marketing strategy that is applicable to the market/product component of the Strategic Business Plan Framework you have studied.
(05 Marks)

(iv) Give a practical example for each of the strategy you have explained in (iii) above.
(10 Marks)

(Total marks 25)

3. For every successful business there will be a clear Business Model. This describes how the company operates and competes in the market now.

(i) What are the three elements of the basic Business Model (05 Marks)

(ii) List out the disadvantages of not understanding the Business Model. (05 Marks)

(iii) What are the criteria established for the conceptualization of a business model.
(05 Marks)

(iv) For 99% of commercial Business Models the overarching purpose is to maximize shareholder value.

(a) How are shareholder value maximized (05 Marks)

(b) What are the determinants of shareholder value? (05 Marks)

(Total Marks 25)