

(BUS061)

UNIVERSITY OF BOLTON
BOLTON BUSINESS SCHOOL
ACCOUNTANCY PATHWAY
SEMESTER I EXAMINATION 2008/09
CORPORATE STRATEGY
MODULE NO: ACC 3005

Date: Wednesday 21st January 2009

Time: 10:00 – 13:00

INSTRUCTIONS TO CANDIDATES:

There are **FOUR** questions on this paper.

Answer **ALL FOUR** questions.

The allocation of marks is shown at the end of each question.

This is an Open Book exam, however, text books are not permitted.

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Answer ALL FOUR questions

This exam is based on those lectures which have focused on the Car Industry during the course.

1. Critically analyse the way the supply chain is managed at Toyota compared to other car manufacturers such as Ford, highlighting the consequences of these differences?

(30 marks)

2. With reference to appropriate models and examples, critically analyse what you believe to be the basis of Toyota's competitive advantage?

(25 marks)

3. Critically discuss whether Toyota will be able to sustain its competitive advantage over the next twenty five years.

(25 marks)

4. Using the TQM principles outlined by Deming, critically compare Toyota and Ford

(20 marks)

END OF QUESTIONS