

UNIVERSITY OF BOLTON
SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES
BUSINESS MANAGEMENT PATHWAY
SEMESTER 1 EXAMINATIONS 2009/2010
STRATEGIC MANAGEMENT
MODULE NO: BAM3003

Date: Wednesday 20th January 2010

Time: 10:00 – 13:00

INSTRUCTIONS TO CANDIDATES:

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

Answer **ALL** questions.

All questions carry equal marks.

This is an open book exam, except that no text books are allowed.

School of Business and Creative Technologies
Business Management Pathway
Semester 1 Examination 2009/2010
Strategic Management
Module No. BAM3003

Answer ALL questions

This exam focuses on those lectures and 'key readings' which have concentrated on the '**UK MOBILE PHONE INDUSTRY**' as one of the theme industries of the course.

Required:

1. Using Porters(1980) Five Forces Framework and Bowman's (1995) Strategy Clock:

Analyse the competitive nature of the UK Mobile Phone Industry.

Evaluate how has the Apple i-phone managed to maintain its competitive position?

(50 marks)

2. In September 2009, T-mobile and Orange announced plans for a proposed merger of the two companies.

Analyse the rationale for the merger and evaluate the impact that this may have on the UK mobile phone market.

(50 marks)

END OF QUESTIONS