

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

BUSINESS PATHWAY

SEMESTER 1 2010/2011

STRATEGIC MANAGEMENT

MODULE NO: BAM 3003 BOLTON ONLINE

Date: 24 January 2011

Time: 3 hours

INSTRUCTIONS TO CANDIDATES:

There are 2 questions on this paper.

Answer all questions.

This is an open book exam, except that no text books are allowed. You are allowed to bring two A4 sheets of notes with you. These must be left with your exam script.

This exam focuses on those lectures and 'key readings' which have concentrated on the '**European Car Industry**' as one of the theme industries of the course.

REQUIRED:

1. Using an appropriate Strategic Model, critically analyse the different strategic positions adopted by the major manufacturers in the European Car Industry as they strive for "Competitive Advantage".

(50 marks)

2. European Car manufacturers have followed a strategy of merger/acquisitions and alliances. Using the most up to date information; critically evaluate these strategic methods and evaluate the rational and success of these approaches.

[50 marks]

END OF QUESTIONS