

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

BUSINESS PATHWAY

SEMESTER 2 EXAMINATIONS 2010/2011

STRATEGIC MANAGEMENT

MODULE NO: BAM3003

Date: 1 June 2011

Time: 10:00am – 1:00pm

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.

University of Bolton
Business and Creative Technologies
Business Management Pathway
Semester 2 Examinations 2010-11
Strategic Management
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This exam focuses on those lectures and 'key readings' which have concentrated on the '**Honda Corporation**' as one of the theme companies the course.

REQUIRED:

1. Using the most up to date information available, critically analyse Honda's Strategy as they strive to maintain their "Competitive Advantage".

(50 marks)

2. Critically discuss the statement that Honda's Globalisation Strategy is just an impossible dream.

(50 marks)

END OF QUESTIONS