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Institute of Strategy and Venturing
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TU-91.1011 Principles of Strategic Management

Read these instructions carefully before you start writing the exam

- Do not fill in any personal information except your student number and the course code on the exam paper (the paper on which you provide your answers).
- Answer all main questions (for Question 1 you need to answer ONLY THREE of its sub-questions and for Question 2 you need to answer ONLY TWO of its sub-questions)
- Please answer in the course language
- After you have finished the exam, please return ALL papers (including this question sheet) to the supervisors.

Good Luck

Question 1:

Briefly (MAX two sentences) define ONLY THREE of the following four terms.

- A. Vertical integration (4 p)
- B. Strategic drift (4 p)
- C. Corporate-level strategy (4 p)
- D. Disruptive innovation (4 p)

Question 2:

Briefly answer (about half a page per sub-question) ONLY TWO of the following three assignments.

- A. Briefly discuss and compare the concepts of resources, competences, strategic capability and dynamic capability (9 p)
- B. Briefly discuss the motives for M&A (mergers and acquisitions) (9 p)
- C. Briefly discuss and compare the concepts of ecosystem, value chain and value network (9 p)