

UNIVERSITY OF GREATER MANCHESTER
GREATER MANCHESTER BUSINESS SCHOOL
BSC (HONS) BUSINESS MANAGEMENT
SEMESTER 1 EXAMINATION 2025/2026
STRATEGIC MANAGEMENT
MODULE NO: BMP6002

Date: Thursday 15th January 2026

Time: 2.00pm - 4.00pm

INSTRUCTIONS TO CANDIDATES:

Section 1:
The question in this section is compulsory. (40 marks)

Section 2:
Answer any two questions. All questions in this section carry equal marks. (30 marks)

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Section 1: Compulsory question to be answered by all:

1. *'Strategic Management is the orchestration of all the resources of a business to create and sustain a competitive advantage. It is a process by which the business creates its future'* (Lodato, 2014)

Critically explore the Strategic Management Process. Using theoretical models to underpin your evaluation and case study examples as appropriate.

(40 marks)

Section 2: Answer any **two** from the following:

2. Critically explore the need for organisations to adopt either a 'prescriptive' or an 'emergent' approach when managing their strategic position in light of factors such as complexity and uncertainty. Where possible use examples drawn from the literature to support points you put forward.

(30 marks)

3. Comment critically on the idea of 'Core Competence' in developing Sustainable Competitive Advantage (SCA) for an organisation. Use examples from the literature to support your arguments.

(30 marks)

4. Compare and contrast two models or theoretical approaches available to managers for assessing the environmental competitive position of an organisation, commenting critically on the benefits and limitations of each. Apply your response in context where possible.

(30 marks)

5. Critically evaluate the application of a Strategic Market Based Approach to organisational strategy (using relevant theory). Apply your answer in context where possible.

(30 marks)

6. Critically evaluate the application of a Strategic Resource Based Approach to organisational strategy (using relevant theory). Apply your answer in context where possible.

(30 marks)

END OF QUESTIONS