

Daffodil International University (DIU)
Faculty of Business & Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Fall-2025
Time: 2 Hours
Course Code: 413-315
Section: (65) All

Examination: Final
• Full Marks: 40
Course Title: Strategic Management
Teacher's Name: MAH2, DMM, DMMI & Sabbir

[NB: All questions carry equal marks. Answer all of the following questions. Practical and appropriate examples will carry extra marks.] Marks: 3 x 5=40

1. **Explain** how firms in established industries use non-price methods of competition by outlining the distinct strategies they employ to manage and shrink competitive pressures within the industry. [CLO 1, L. 2] 8
2. **Apply** your understanding of first-mover dynamics by distinguishing the advantages and disadvantages of being a first mover in high-technology industries, and **Choose** appropriate strategies that companies can use to exploit first-mover advantages. [CLO 2, L. 3] 8
3. **Compare and contrast** between related and unrelated diversification. **Explain** the conditions under which a company is more likely to choose (i) acquisitions or (ii) internal new ventures as the preferred method for entering a new industry. [CLO 03, L. 2] 8
4. **Evaluate** Agency Theory from the perspective of the Principal-Agent relationship, assessing its relevance and impact on organizational decision-making. **Critically assess** the manifestations and implications of agency conflicts in contemporary organizational settings. [CLO 03, L5] 8
5. **Select** a suitable market entry strategy for Bangladeshi readymade garment companies seeking to expand profitability in foreign markets, and **evaluate** why licensing proprietary technology to foreign competitors may undermine a company's competitive advantage. [CLO 03, L6] 8