

**TAMPEREEN YLIOPISTO**

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**TUTA.230 - Strategic Management, 5 op**

Laura Valtonen, Saku Mäkinen

On your answer sheet, write your name, email address, and student number. The length of an answer is not a priority. Structure your answers with care and focus on the essential!

1. Define the following terms (6p.):
  - a. Cost leadership
  - b. The S-C-P model
  - c. Industry incumbent
  - d. Perfect competition
  
2. Define the resource-based view (RBV) and its relation to the VRIO-framework. (6p.)
  
3. Choose an industry of your choice. You're an adviser for SomeMegaCorp (SMC) that is considering entering that industry. SMC wants to know more about possible barriers to entry. Name three different barriers to entry and give an example of each in the industry, explaining whether the barriers are high or low. Would you recommend entering that industry? (6p.)
  
4. Reflect on what types of situations may a strategic alliance be preferable to "going it alone" or with acquisitions and define the reasons why it would be preferable. (6p.)