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TUTA.230 - Strategic Management, 5 op
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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. Corporate diversification
    b. Entry barriers
    c. Substitutes

2. Explain and compare the generic cost leadership and differentiation strategies. (6p.)

3. Using an example, describe conditions under which vertical integration can be a source of sustained competitive advantage. (6p.)

4. In his book, Barney names five environmental threats that can affect the profitability of an industry. Interestingly, Barney does not acknowledge that these five threats are commonly known as "Porter's Five Forces" according to well-known strategy scholar Michael Porter. Perhaps some rivalry is at play. Choose an industry and analyse its profitability potential with the five threats/forces. (6p.)