

**TAMPERE UNIVERSITY OF TECHNOLOGY
INDUSTRIAL MANAGEMENT**

TETA-2607 Strategic Management, 4 cr

Exam 19.10.2011

Write your full name and student number on every answer paper.

Pay special attention to the readability of your answers (with regard to both structuring your answers and clarity of handwriting).

1. Competitive advantage;
 - a. What is it?
 - b. Is it possible, at a specific point of time, to determine whether a company has competitive advantage or is it not possible? If yes, how – or if not, why not?
2. Why and how social (or socio-cultural) changes in the macro environment of a company can be of strategic significance for the company? Consider the question from both market and resource perspectives.
3. Differentiation;
 - a. What is it and why it may be beneficial in a competitive market situation?
 - b. How (with which means) can a company try to achieve it?
4. Is some stakeholder or are some stakeholders more significant/important for a company than other stakeholders? If yes, which and why – or if not, why not?