

**TAMPERE UNIVERSITY OF TECHNOLOGY
INDUSTRIAL MANAGEMENT**

TETA-2607 Strategic Management, 4 cr

Exam 10.12.2010

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. Performance (i.e. successfulness) of a company;
 - a. How (with which measures) can you determine whether a company is or is not performing well?
 - b. Is any of the performance measures more primary, fundamental or important than all the others; and if so, or if not, why?

2. What factors determine how easy it is for new entrants to enter a particular industry?

3. Competitive advantage;
 - a. What does competitive advantage mean?
 - b. How can a company try to achieve competitive advantage?

4. According to the competitive dynamics perspective, what (ultimately) determines the performance (i.e. successfulness) of a company and why?