**tMBA COMPREHENSIVE EXAMINATION QUESTIONS ON CORPORATE STRATEGY**

**PROVIDED BY BREENA E. COATES**

**AUGUST 14, 2020**

1. **Write your answer in an integrated essay**
2. Explain the reasoning behind Michael Porter’s three generic strategies.
3. Provide the name of a corporation in each of the three categories.
4. Using your three corporations show how the preferred strategy of each fulfills the company’s broad corporate strategy.
5. **Explain the following concepts:**
6. Vertical Integration. Provide examples of forward and backward integration. How do each of these strategies help a corporation in its goal of competitive advantage.
7. Horizontal Integration. Provide an example, and show how horizontal integration has added value and competitive advantage to the firm you have chosen.
8. **Critically explain and evaluate the following:**
9. Corporate Mergers. Provide an example of a corporation that has merged, and indicate what kind of merger it was.
10. Corporate Acquisitions. Provide an example of a corporate acquisitions in terms of reducing risks like entry barriers; adding new competencies, and lowering operations costs.
11. **Write a critical analysis of the following two theories in strategic management:**
12. The Traditional Wealth-Maximization Strategy and its costs and benefits
13. The Triple Bottom Line Strategy and its costs and benefits
14. Which theory is likely to have greater importance in the next decade, and why?