**MBA Comp Exam Questions AY 2022-2023 – MGMT 6850**

1. **Explain the following concepts:**

a. Vertical Integration. Provide examples of forward and backward integration. How do each of these strategies help a corporation in its goal of competitive advantage. a.2. When might a vertical integration subject a firm to anti-trust scrutiny?

b. Horizontal Integration. Provide an example, and show how horizontal integration has added value and competitive advantage to the firm you have chosen. b.2. When might a horizontal integration subject a firm to anti-trust scrutiny?

1. **Critically explain and evaluate the following:**
2. Corporate Mergers. Provide an example of a corporation that has merged, and indicate what kind of merger it was.
3. Corporate Acquisitions. Provide an example of a corporate acquisitions in terms of reducing risks like entry barriers; adding new competencies, and lowering operations costs.
4. **Write a critical analysis of the following two theories in strategic management:**
5. The Traditional Wealth-Maximization Strategy and its costs and benefits
6. The Triple Bottom Line Strategy and its costs and benefits
7. Which theory is likely to have greater importance in the next decade, and why?