Enrolment No. _____

AHMEDABAD UNIVERSITY

AMRUT MODY SCHOOL OF MANAGEMENT

UNDERGRADUATE PROGRAMMES

2023-2024 MONSOON SEMESTER

END-SEMESTER EXAMINATION

MGT341 COMPETITIVE STRATEGY

Date: 16-09-2023 Total Marks: 40

Time: 2.00 pm – 4.00 pm No. of printed pages: 01

INSTRUCTIONS:

1. This question paper consists of 1 page with 3 questions
2. It is an open book and open notes exam. No electronic gadgets will be allowed into the examination hall except a calculator
3. The case copy cannot be shared internally with other students.
4. Write your answers strictly based on case facts.
5. Marks are mentioned at the end of each question.
6. Marks will be awarded based on quality and not on quantity of writing.
7. Doubts regarding the questions will not be entertained during the examination.

Q1. Analyse Different Elements of Strategy of Wil's Grill. Are they in alignment, and what can be done better? (10 marks)

Q2. What is the source of sustained competitive advantage for Wil's Grill? What resources and capabilities are required for sustained competitive advantage in catering segment, and which of the resources are transferable from the Street Food segment? How might Wil's Grill acquire or develop missing resources and capabilities if it enters the catering business? (20 marks)

Q3. Analyze the Strategic options available to John: - expand in current street food market, add a new market segment, catering or do something else. Provide both qualitative and quantitative arguments. (10 marks)