Enrolment No. _____

AHMEDABAD UNIVERSITY

AMRUT MODY SCHOOL OF MANAGEMENT

UNDERGRADUATE PROGRAMMES

2023-2024 MONSOON SEMESTER

END-SEMESTER EXAMINATION

MGT341 COMPETITIVE STRATEGY

Date: 03-12-2023 Total Marks: 40

Time: 11 am – 1 pm No. of printed pages: 01

INSTRUCTIONS:

1. This question paper consists of 1 page with 4 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. Evaluate the attractiveness of the semiconductor industry. What will the industry look like in the next ten years? (10 marks)

Q2. Identify the sources of competitive advantage in the semiconductor industry for different firms discussed in the case. (10 marks)

Q3. Why has Intel, TSMC, and NVIDIA become leaders in the industry? Analyze the strategy of these firms. (10 marks)

Q4. Will the US be able to maintain its technological leadership? Will Chinese companies close the gap with firms like TSMC and Intel? Analyse using technology strategy concept and value chain concept. (10 marks)