**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**2021 – 2022 ACADEMIC YEAR**

**SPRING SEMESTER**

**PROJECT**

**Toplam Not – Paraf** / Total Credit - Initials

**Öğrencinin** / *Student’s*

**Adı Soyadı** / *Name, Surname* :

**Numarası** / *Number* :

**Bölüm - Program** / *Department-Programme* :

**İmzası** / *Signature* :

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DERS**  *Course* | **Adı** */ Name* | *:Strategic Management and Business Policy* |  | |  | |  |  |  |  | **SINAV**  *Exam* |  | **Tarih** */ Date : 21/06/22* |
| **Kodu** */ Code* | *:BA 342* |  | |  | |  |  |  |  | **Süresi** */ Duration :180 Minutes* |
| **Sorumlusu** */ Lecturer* | *:Professor N. Gökhan Torlak* |  | |  | |  |  |  |  | **Türü** */ Type : Project* |
| **Soru Numarası** */ Numbers of the Questions* | | | 1 | 2 | |
| **Alınan Not** */ Scored Points* | | |  |  | |
| **SINAV KURALLARI** */ Exam Rules :* | | | | | | | | | | | | | |

*\*Her sorunun puan değeri rakamsal olarak yanına belirtilmelidir. / The points for each question must be stated next to the question.*

# **SORULAR** / *Questions*

1. Provide with information about the problem situation(s) in a company and its products/services of your interest (25 points).
2. Choose and use three strategy formulation tools (see Chapter 6) in the company to identify strategies (see Chapter 5) (75 points).

**NB. The project should include five pages maximum, single spacing and typed (Use answer sheet attached) (Write your name, surname, student number and signature with a pen). The first page should provide with information about a company. The last four pages should apply the strategy formulation tools to the company and reveal strategies.**

Projects MUST be submitted and the final exam attendance sheet MUST be signed in class on **Tuesday 21st June 2022 at 3:00 pm.**

Students who do not submit their projects and sign the attendance sheet in class will automatically fail.