**Revision questions**

**Corporate strategy**

(30 marks; 30 minutes)

1 Explain what is meant by 'a sustained competitive advantage'. (4)

2 State whether each of the following is a strategic or a tactical issue:

**a)** Tottenham Hotspur building a new 56,000-seater stadium. (1)

**b)** West Ham offering 'Kids for a Quid' tickets for a match against Stoke City. (1)

**c)** Topshop running a 'mid-season sale' in November. (1)

**d)** Ryanair opening its first transatlantic route: Stansted to New York. (1)

3 Explain why 'focused differentiation' should be a stronger market position than 'differentiation'. (4)

4 Explain how effective focused differentiation might prove as a market positioning for one of the following

**a)** Porsche cars

**b)** New Look retail

**c)** Fat Face retail (5)

5 How does a distinctive capability differ from skills? (3)

6 Assess the possible effect of a decision by Fat Face to become a 100 per cent online retailer on the company's human, physical and financial resources. (10)