

Revision Questions for Chapter 4

1. In the resource based view, what are resources?
2. What is the difference between tangible and intangible assets?
3. What are reputational resources?
4. Why are human resources potentially an important resource of a firm?
5. What is the value chain of the firm?
6. Name some examples of capabilities that may enhance firms competitiveness!
7. Explain why resources need to fulfil the VRIO criteria to enable firms to attain sustained competitive advantage!
8. How can firms make their capabilities inimitable?
9. What is the question of organization important?
10. How do you do a benchmarking analysis?
11. What are the different purposes for which benchmarking can be used?
12. Explain the offshoring and outsourcing terminology!
13. What are the possible positive and negative long-term implications of offshoring?
14. Explain the differences between OEM, ODM and OBM!
15. Explain the idea of 'dynamic capabilities'!