Summer Examinations 2015

BUS200215N

Module Title: Strategic Business Analysis
Level: Five
Time Allowed: Two hours

Instructions to students:
- Enter your student number not your name on all answer booklets.
- Answer two out of seven questions.
- All questions are equally weighted.
- Neither books nor notes or any other materials may be taken into the examination.

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Answer **two** out of **seven** questions

1. ‘Globalisation has led to multi-national companies adopting the same attitude to stakeholders whichever country they operate in’. Discuss.

2. Compare and contrast emergent and deliberate processes of strategy development.

3. Critically evaluate the view that an ‘ethical’ approach is the key to a successful business strategy.

4. Discuss the view that the best way to gain competitive advantage is by using a resource-based strategy.

5. ‘Mergers and acquisitions should be an essential part of a company’s business strategy’. Discuss.

6. Discuss the arguments for and against organisations collaborating in Joint Ventures and Strategic Alliances.

7. Discuss the view that leadership, vision and inspiration are the essential ingredients for success in managing change.

End of paper