Summer Examinations 2016

BUS200216N

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

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

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Answer two out of seven questions.

1. ‘A business which is ethical and socially responsible can be a profitable business’. Discuss.

2. Discuss the view that as a key part of their strategy a business should give a high priority to managing its stakeholders.

3. Critically analyse market-based strategies as the focus of strategic development for a business.

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. Explain the arguments for and against Strategic Alliances as a key element of an organisation’s strategy.

7. ‘Leadership and vision are the major factors crucial to successfully managing change’. Discuss.

End of Paper