MBA 601: CORPORATE STRATEGY

ONLINE CLASS EXAMINATION

Instructions

i) **This exam paper contains FIVE questions. Question 1 is marked out of 20 marks while the rest are marked out of 10 marks each.**

ii) **Answer Question 1 (COMPULSORY) from Section A and any other THREE questions from Section B.**

iii) **Read each question carefully before attempting.**

Section A

Compulsory Question

Question One

XYZ Limited came into operation in 1960. The organisation grew and expanded in terms of quality and varied products. It performed well over a period of 50 years and was able to spread to different geographical regions of the world while enjoying corporate advantage. However, in the last 10 years and especially in the last 5 years, the corporate advantage of XYZ Limited has waned drastically.

a) Discuss Ten (10) key areas to consider in restoring corporate advantage of XYZ Limited. **10 marks.**

b) Discuss five key factors to be considered if XYZ Limited was acquired. **10 marks.**

Section B

Answer any 3 Question

Question Two

Critically evaluate corporate strategy of an organisation of your choice. **10 marks.**

Question Three

You have been recently posted to an organisation whose business is on the downward trend. Discuss how you would create corporate value through diversification.. **10 marks.**

Question Four

ABC Limited which has been operating only in one region of the world is set to undertake international diversification. Develop a report to present to the board of directors on how you would undertake the international diversification. **10 marks.**

Question Five

To transform a corporate organisation requires careful planning. To date, Kotter's 8 step Change Model remains relevant due to its impact and emphasis. Evaluate Kotter's 8 Step Change Model. **10 marks**