

UNIVERSITI SAINS MALAYSIA  
SEMESTER EXAMINATION  
APRIL 1993  
MASTER OF BUSINESS ADMINISTRATION  
AGW 608 - CORPORATE STRATEGY  
TIME : [ 3 HOURS ]

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Answer any FOUR questions. All questions carry equal marks.

1. "A firm's response to environmental change depends on three filters." Explain these filters with the help of relevant figures.  

( 25 marks )
  
2. What is management synergy? Explain the different strategies that are used for solving the low management synergy problem. Also discuss the procedure for choosing the best management synergy for a firm.  

( 25 marks )
  
3. "The impact of technology depends on the technological turbulence of the environment." Discuss.  

( 25 marks )
  
4. Describe the four primary categories of change which will have an important impact on the firm of the future and consequently on the role of general managers.  

( 25 marks )

...2/-