

**OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SUMMER EXAMINATIONS, 2000/01

M.B.S. DEGREE EXAMINATION

M.B.S. in E-COMMERCE DEGREE EXAMINATION

MASTER OF APPLIED SCIENCE YEAR 1 EXAMINATION

BUSINESS POLICY (MG 501)

Professor P. Willman

Professor R. Green

Mr. M. Moroney

Mr. J. Cunningham

Time allowed: **FOUR** hours

Continental Airlines

Guidance Questions:

1. Discuss in strategic terms the situation confronting Frank Lorenzo and Continental Airlines.
2. Outline and evaluate Frank Lorenzo's strategy for Continental Airlines.
3. Briefly describe the main obstacles to action.
4. Recommend and outline a course of action for Frank Lorenzo and Continental Airlines.

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