

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

SEMESTER 1 EXAMINATIONS, 1999/2000

M.B.A. DEGREE EXAMINATION

STRATEGY FORMULATION (MG 515)

**Professor P. Willman
Mr. M. Moroney**

Time allowed: **FOUR** hours

Thorn-EMI

Guidance Questions:

1. In respect of Thorn-EMI's three main businesses, briefly outline:
 - Key success factors
 - Core competences
 - Strategic issues
2. Outline the strategic position of Thorn-EMI in 1995.
3. Describe and evaluate the corporate strategy adopted by Thorn-EMI.
4. Recommend a course of action for Thorn-EMI as at the end of 1995 in the light of the options available to it.