

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

SEMESTER 1 EXAMINATIONS, 1999/2000

**MASTER OF BUSINESS ADMINISTRATION REPEAT
EXAMINATION**

STRATEGY IMPLEMENTATION (MG518)

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

Time allowed: **FOUR** hours

Pepsi-Cola U.S. Beverages

Guidance Questions:

1. Analyse Pepsi-Cola's current situation and, in particular, whether a major organisational change is justified.
2. Evaluate the options open to Roger Enrico.
3. In respect of your recommended course of action, outline an implementation plan. Be specific.