

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

SUMMER EXAMINATIONS, 1999/2000

M.B.A. DEGREE EXAMINATION

STRATEGY IMPLEMENTATION (MG 518)

Professor P. Willman

Professor R. Green

Mr. M. Moroney

Time allowed: **FOUR** hours

Teléfonos de Mexico

Guidance Questions:

1. Outline the major challenges facing TELMEX and discuss the pressure on the company to change.
2. Analyse the capability of TELMEX to change, identifying the major barriers to change.
3. Outline the ways, organisationally and otherwise, in which TELMEX should prepare for the period of deregulation after 1996.