

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

SUMMER EXAMINATIONS, 1999/2000

**M.B.S. DEGREE EXAMINATION
MASTER OF APPLIED SCIENCE YEAR 1 EXAMINATION**

BUSINESS POLICY (MG 501)

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

Time allowed: **FOUR** hours

Canon

Guidance Questions:

1. Briefly outline the type of strategy that Canon is pursuing.
2. Discuss the resources and competences on which Canon's strategy is based and how these resources and competences have been deployed throughout the entire organisation.
3. Evaluate Canon's approach to strategy.
4. Assess how well you think Canon will do in the computer industry and briefly outline what other industries could be attractive for Canon in its diversification drive.