Level 6 Professional Diploma in Procurement and Supply

PD2 - Corporate and business strategy

EXAM EXEMPLAR QUESTIONS

QUESTIONS
Q1  Learning outcome: 1.0

Using academic principles and examples to illustrate your answer, assess the concepts of:

(a) Strategy  (9 marks)
(b) Strategic planning  (8 marks)
(c) Strategy development.  (8 marks)

Q2  Learning outcome: 2.0

(a) Using the five forces framework, evaluate a competitive environment of your choice.  (15 marks)
(b) Review the limitations of using the five forces framework.  (10 marks)

Q3  Learning outcome: 3.0

(a) Analyse what is meant by the term ‘strategic drift.’  (9 marks)
(b) Appraise how effective change management can address strategic drift.  (16 marks)

Q4  Learning outcome: 4.0

(a) Conduct an in-depth STEEPLE analysis for an organisation with which you are familiar.  (12 marks)
(b) Using the STEEPLE analysis in part (a), suggest corporate and business strategies to address the identified challenges and opportunities.  (13 marks)