SEMESTER ONE 2025

Aberystwyth Business School

AB35120: Strategic Leadership

Time allowed: **2 HOUR(S)**

Answer Two questions. ONE from Section A and One from SECTION B.

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

SECTION A: answer one question.

1. Discuss the evolution of business strategy from its military origins to its current significance in corporate environments. How have theories from figures like Alfred Chandler and Michael Porter shaped contemporary strategic practices? (60%)

2. Evaluate the role of scenario planning in strategic decision-making. How does scenario planning prepare organisations for future uncertainties? (60%)

SECTION B: Answer One Question

1B. What are the challenges of measuring strategic performance in non-profit organisations, and how do they differ from for-profit entities? Provide examples of performance measures for a non-profit organisation of your choice.

(40%)

2B. In what ways can strategic alliances provide competitive advantages for organisations? Provide examples of and discuss the key features of successful and unsuccessful strategic alliances.

(40%)

END OF PAPER