

# TU-91.2038 Strategies for Growth and Renewal

Exam 8.12.2012

\*Note that these are the questions as I recall them. We had to return the exam paper.

Choose 5 questions to answer.

## QUESTIONS

1. Explain typical challenges of a 5 year old company, that has been growing fast each year.
2. What makes a business model scalable? Describe the mechanisms that contribute to scalability and advantages of increased size.
3. How should a growth company manage it's cash flow?
4. Describe the 4 stages of crisis.
5. What does it mean when a company becomes 'frozen'?
6. How acquisition contribute to renewal?
7. Compare how the CEOs of IBM and BBC turned around their declining companies.