

# **Business Seminar - Example Questions – Spring 2025**

## **Issue Tree Question**

Assume you are part of the global strategy team at **AstraZeneca**. One of your most promising pipeline drugs has just failed Phase II clinical trials, leading to a significant drop in projected revenue for the next three years.

Prepare an issue tree that maps out potential strategic responses to tackle the drop in revenue. Your issue tree should consider options across different areas.

## **Open-Ended Questions**

(MARKETING) What are the 3 steps of Marketing Strategy? Explain them in the context of the launch of a new beer by Heineken, in a European market.

(Max 250 words)

(ORGANIZATION) You have just finished your Management degree and are now starting your own business. What are the 6 dimensions you must consider to build a strong company? Explain 4 of them.

(Max 250 words)