

**MPhil Corporate Strategy essay question:**

Please submit a response to **ONE** of the following questions. Your essay should be no longer than 500 words.

**Q1:** Discuss how you would evaluate both a company's strategic plan and its implementation.

**OR**

**Q2:** Discuss how you would assist a company, at the strategic level, to deliver competitive advantage in the increasingly digital era.

At the end of your essay, please include two to three sentences which outline what financial training and financial experience you have.