

Exam: Introduction to Management and Strategy

June 2017

Financial reporting:

Explain:

- EBITDA
- EBIT,
- Net result,
- ROE,
- ROA,
- Debt ratios,
- Liquidity ratios

Management & Strategy part:

- Text about a company (LVMH - Louis Vuitton Moët Hennessy) and top manager (Bernard Arnault).
- Porter's Five Forces and sustainability
- Explain company type through Mintzberg (type and Top-Middle-Operations-Technocr.. - Support ...)
- CSR via the Carroll's pyramid
- Is Bernard Arnault an ethical manager?
- Value Chain of LVMH compared to FMCBG (Fast Moving Consumer Beauty Goods) Companies.

