

## EXAM TIPS

### Strategic Management-MNG3701/3702

#### 1. Knowledge vs. Understanding

Knowledge is when only theory is provided, which will account for 50% mark allocation. Students are required to demonstrate an understanding the concept by showing how it is/could be applied in practical context

#### 2. Critical Thinking

There is a difference between “Discuss and Critically discuss”. To be critical entails “the judgement of the value of the concept, justification of its use in context”.

#### 3. Writing and Self assessments

“Writing is an act of thinking”. The exam is an essay-type, therefore students are required to practice their writing and not merely rely of “memorising” the theory in the textbook. Ten marks will be allocated for ten or more full sentences relevant to the question, no bullets points. Use assignment feedback for reference

#### Extra Tips

- *Find study groups or tutors and attend discussion or revision classes to further understand the module*
- *Write yourself a mock exam question paper with 7 questions. Practice how to write and apply practical examples.*
- *Bear in mind the importance of MNG3701 (2015 syllabus) content, especially when answering “high level questions” that will require you to link in concepts from different chapters in whole MNG (Strategic Management module)*
- *Read questions before the case study, in order for your mind to be already tuned in searching for the solutions and also to save time*
- *There will be 7 questions each out of 10 marks (2 directed to the case study and 5 essay-types). There will be “average and high level questions”*
- *Eat healthy food, lots of water and fruits. Have enough sleep before the exam day*