PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3133: STRATEGIC MANAGEMENT

TUESDAY, NOVEMBER 23, 2010

0800HRS – 1100HRS

INSTRUCTIONS

- This Exam Script has **FIVE (5)** Questions.
- Answer ANY FOUR questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS LEADERSHIP

STRATEGIC MANAGEMENT

END TERM EXAM

NOV. 2010

TIME: 3 HRS

Instructions

Answer <u>four</u> questions from the choices given

Your answers should be written in continuous prose

Use practical examples to illustrate your answers

1. a) Critically examine the strategic significance of the vision and mission statement (10 marks)

   b) Explain five steps involved in the strategic management process. (10 marks)

2. a) Explain the formulation of corporate level, business level and functional level strategy (10 marks)

   b) Analyze the significance of strategic management orientation for a business organization. (10 marks)

3. a) Discuss Porter's model of industry analysis. (15 marks)

   b) Explain how any 5 dominant economic features may affect industry status. (5 marks)

4. a) Identify and explain the various perspectives of external environmental analysis. (10 marks)

   b) How does such analysis determine a firm's level of competitiveness? (10 marks)

5. a) Using a firm of your choice, discuss the relevance of the BCG portfolio matrix. What are its basic weaknesses. (15 marks)

   b) Why do firms engage in Corporate Social Responsibility. Give practical examples. (5 marks)