



**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF**

**SEPTEMBER-DECEMBER 2020**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS**

**COURSE CODE: BIT 408/BUS 3133/BCM 401**

**COURSE TITLE: STRATEGIC MANAGEMENT**

**EXAM DATE:**

**QUESTION ONE (COMPULSORY)**

**10 MARKS**

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- a) Discuss the role of strategic management in ensuring effectiveness of an organization  
(5 Marks)
- b) Explain how strategic management contributes to the success of public and private organizations.  
(5 Marks)

**QUESTION TWO** **10 MARKS**

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- a) Explain the following giving relevant examples to illustrate your answer:
- i. Strategic Management (2 Marks)
  - ii. Long range planning (2 Marks)
- b) Explain the various levels of the organization which s strategy may exist. (6 Marks)

**QUESTION THREE** **10 MARKS**

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- a) Explain the importance of planning as a role in strategic management. (5 Marks)
- b) Discuss the factors that affect the use of environmental analysis in strategy formulation.  
(5 Marks)

**QUESTION FOUR** **10 MARKS**

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- a) Define strategic choice. (2 Marks)
- b) Explain four strategies used by multinational organizations to gain competitive advantage. (8 Marks)

**QUESTION FIVE** **10 MARKS**

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Explain how an organization can use the porters five forces model to gain competitive advantage in an industry. (10 Marks)

**QUESTION SIX** **10 MARKS**

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- a) Discuss two factors that can be considered as strengths to an organization of your choice.  
(4 Marks)
- b) Explain how the organization uses the factors discussed in part (a) above as strategy.

(6 Marks)