PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3133: STRATEGIC MANAGEMENT

MONDAY, NOVEMBER 26, 2012

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.

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BUS3133: STRATEGIC MANAGEMENT

DAY

INSTRUCTIONS.

Answer only *four* questions

Time allowed-3HRS

Q1. **(a)** Discuss any three factors that have made the current business environment too volatile for businesses and hence the need for managers to adopt strategic management.

(9marks)

(b) Explain any three importance of strategic management. 6marks)

(c) Explain any five roles performed by the chief executive officer (CEO) of an organization in strategic decision making.

(5marks)

Q2.Describe the most important approaches or modes of strategic decision making as explained by mintzberg and Quinn. (20 marks)

Q3.Explain the five force model as a strategic tool in determining the attractiveness and profitability of an industry to enter.

(20 marks)

Q4. (a) Identify a company of your choice and select five stakeholders and their interests.

(10marks)

(b) Plot your identified stakeholders in the mendlow's stakeholder matrix.

(10 marks)

Q5. (a) Describe the five step feedback evaluation model used in strategy evaluation and control process.

(5 marks)

(b). By use of TOWS matrix, identify a company of your choice and suggest any four strategies, one from each grid that it can adopt and become competitive in the business environment.

(10marks)

(c) Explain the concentration strategy as a growth strategy. (5 marks)