PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3133: STRATEGIC MANAGEMENT

MONDAY, NOVEMBER 26, 2012

1800HRS – 2100HRS

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

EVEN.

INSTRUCTIONS.

Answer only *four* questions

Time allowed-3HRS

Q1.(a) Explain any five factors that have necessitated the need for strategic management in today's decision making.

(10marks)

(b) Describe the three types of strategy in a typical business firm.

(9marks)

(c) Give a definition of a strategy

(1mark)

Q2.(a).Discuss any five major responsibilities of the board of directors (BOD)

(10marks)

(b) Explain what makes a decision strategic. (4marks)

(c) Discuss any three main characteristics of a strategic decision.

(6marks)

Q3 (a). Discuss any five political-legal factors that affect the organizational strategies and the level of completion within an industry.

(10marks)

(b). Using the porter's diamond, describe the factors that determine the national competitive advantage.

(10marks)

Q4.With the aid of a diagram describe the value chain activities that when well performed gives a firm a distinctive competitive advantage over the rivals.

(20marks)

Q5.(a). Discuss the three generic strategies as identified by Michael porter.

(6marks)

(b). With the aid of a diagram and relevant examples describe any two diversification strategies.

(10marks)

(c) Explain any four factors that influence strategy implementation. (4marks)