PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

JANUARY-APRIL

CAMPUS: ROYSAMBU-EVENING (ON –LINE)

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: MBA 509

COURSE TITLE: STRATEGIC MANAGEMENT

EXAM DATE: APRIL 2021

TIME: 5.30PM- 8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question 1 and any other three questions.

SECTION A: Question One (Compulsory)

Strategic Management provides overall direction by developing plans and policies designed to achieve objectives and then allocating resources to implement the plans. Ultimately, Strategic Management is for organizations to gain a competitive edge over their competitors. Strategic Management refers to all of the aspects that affect the company, taking the competitive context in which the organization exists into consideration.

a) Differentiate strategy from policy giving relevant examples (4 marks)

b) Assess the benefits of the Strategic Management process to organizational performance

(6 marks)

SECTION B: Answer any three Questions

Question Two

a) Explain four growth strategies citing relevant examples (4 marks)

b) Discuss the weaknesses of over relying on strategic analysis to diagnose company problems

(6 marks)

Question Three

a) Describe four features of an effective organizational vision statement (4 marks)

b) Explain the six steps in the strategy formulation process citing relevant examples(6 marks)

Question Four

a) Explain four global strategies citing their appropriate use in organizations (4 marks)

b) Discuss the qualities of effective global managers giving relevant examples (6 marks)

Question Five

a) Briefly explain the Triple bottom line model of assessing performance sustainability in organizations (4 marks)

b) Describe the process of strategy implementation in organizations(6 marks)

Question Six

a) Describe f**our** types of external bench marking by global companies (4 marks)

b) Explain the process of strategic planning as a road map for future strategic direction of an organization (6 marks)

THE END