PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3323: BUSINESS POLICY AND PLANNING

WEDNESDAY, JULY 28, 2010

11:30 AM – 2:30 PM

INSTRUCTIONS

- This Exam Script has **FIVE (5)** Questions.
- Answer **Question 1 which is compulsory**, and **any other three questions** of your choice.
- Write your **student number** on the Answer Booklet provided.
- Read all questions carefully before attempting.

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS LEADERSHIP

BUSINESS POLICY AND PLANNING

TIME: 3 HOURS

INSTRUCTIONS

Answer question one and any other three questions from the choices given

All questions carry equal marks

Use practical examples to illustrate your answers

All the answers must be written in continuous prose

1. a) What is a performance gap? Critically analyze five elements involved in situational analysis

(20 marks)

b) Discuss five stages involved in the strategic alliance formation process

(10 marks)

2. a) Examine the impact of e- commerce on businesses today. Give practical examples

(5 marks)

b) Discuss the merits and demerits of a formal strategic planning system (15 marks)

3. a) What contribution does organization analysis make in the strategic planning process of a company'(10 marks)

b) Critically examine the role of policy in the implementation of strategy (5 marks)

c) Why do efforts to implement strategy fail in most organizations (5 marks)

4. a) Market location tactics deal with where a company implements strategy.

Distinguish between offensive and defensive tactics (10 marks)

b) Does the concept of strategy have any value in non-governmental organizations (NGOs) operating in Kenya (10 marks)

5. a) Explain the importance of eternal environmental analysis in strategy formulation (5 marks)

   b) Discuss three basic approaches to ethical behaviour (9 marks

   c) Explain keys steps involved in developing a control system (6 marks)