**PANAFRICA CHRISTIAN UNIVERSITY**
**BUS3133 STRATEGIC MANAGEMENT EXAMINATIONS.**

**END OF TRIMESTER EXAMINATIONS**

**ATTEMPT FOUR QUESTIONS ONLY**

**TIME ALLOWED – 2 HOURS**

## QUESTION ONE

a) Explain the following terms
   i. Distinctive competencies (2marks)

   ii. Company resources (3marks)

b) Explain the concentration strategy as an organizational growth strategy. (5 marks)

## QUESTION TWO

**a)** Describe the concept of strategic management (1mark)

b) Explain any three economic factors that influence organizational activities. (3 marks)

c) Describe the three Generic strategies as identified by Michael porter. (6 marks)

## QUESTION THREE

a) Highlight the importance of strategic management (2marks)

b) With the help of a diagram, evaluate the BCG model as a basis for which Companies determine the choice of a strategy to adopt (8 marks)

## QUESTION FOUR

a) Discuss any two stability strategies applicable in a weak competitive position of a company.

(4marks)

b) Using relevant examples explain the two major types of diversification strategies (6 marks)

**QUESTION FIVE**

Describe the five forces model by Michael porter as used to determine the intensity of competition, profitability and attractiveness of an industry. (10 marks)

**QUESTION SIX**

a) Citing examples as appropriate, explain the following international market entry strategies;
   i. Strategic alliance (2marks)
   ii. Franchising (3marks)

b) Outline and briefly explain the major steps in the strategy control process. (5marks)