PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3323: BUSINESS POLICY AND PLANNING

WEDNESDAY, JULY 27, 2011

1800HRS – 2100HRS

INSTRUCTIONS

- This Exam Script has **SEVEN (7)** Questions.
- Answer ANY FOUR questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

BUS3323: BUSINESS POLICY AND PLANNING (EVENING)
EXAM MAY-JULY, 2011
TIME ALLOWED 3HOURS

Instructions: Answer any FOUR questions. All questions carry equal marks.

1). There are three types of strategies in a typical business firm. Identify and discuss these strategies. (20 marks)

2) Strategic management is very critical for organizations to achieve there competitive advantage. Elaborate on any four importance of strategic management. (20 marks)

3) Corporate governance refers to the relationship among the managers, shareholders and the board of directors in determining the direction and performance of the corporation. Explain any five main responsibilities of the board of directors. (20 marks)

4) According to Mintzberg, there are three most important approaches or modes of strategic decision making. Discuss. (20 marks)

5)The five force model by Michael porter is a useful tool in understanding the competitiveness and profitability of an industry before any company formulates strategies for growth. Discuss. (20 marks)

6) Internal analysis of a firm involves an analysis of series of different value chains. According to Michael porter, manufacturing firms have two sets of activities. Identify and explain the nine activities of a typical value chain of any product of your choice. (20 marks)

7) Strategy formulation is also referred to as long-range planning. Using the TOWS matrix and a company of your choice come up with **(ST)** strategy. A list of identified strengths and threats of company of your choice is necessary. Company objectives can be assumed. (20 marks)