PANAFRICA CHRISTIAN UNIVERSITY

BUS3133 STRATEGIC MANAGEMENT EXAMINATIONS.

EXAM DATE:

TIME:

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer FOUR Questions Only, Question one is **compulsory**
- Write your student number on the answer booklet provided.

QUESTION ONE (compulsory)

a) Explain the concept of corporate governance (1mark)

b) Describe the role of the following in a company

   i. Company CEO (1mark)

   ii. Board of Directors (1marks)

c) Identify any three company stakeholders (3marks)

d) Highlight the importance of strategic management (4marks)

QUESTION TWO

a) Explain any two economic factors that influence strategy formulation. (4 marks)

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

QUESTION THREE

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 FOUR

a) Organizational goals differ from organizational objectives. Explain (4marks)

b) Explain the **three** levels at which strategy is formulated in an organization.(6 marks)

QUESTION FIVE

a) Discuss any two stability strategies applicable in a weak competitive position of a company. (4 marks)

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

QUESTION SIX

Describe any **four** international market entry strategies citing a case as appropriate (10 marks)