PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3133: STRATEGIC MANAGEMENT

FRIDAY, NOVEMBER 26, 2010

1800HRS – 2100HRS

<u>INSTRUCTIONS</u>

- This Exam Script has **SEVEN (7)** Questions.
- Answer **Question 1, which is compulsory**, and any other FOUR questions of your choice.
- Write your **student number** on the Answer Booklet.
- Read all questions carefully before attempting.

PAN AFRICAN CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS LEADERSHIP

BUS 3133 STRATEGIC MANAGEMENT END YEAR EXAM- 2010

Time: 3 hr.

INSTRUCTIONS:

Read the questions carefully before answering

Answer question **One** and any **4** others

Q. 1 The attractiveness of an industry depends on the interaction of the five competitive forces- discuss this in detail. (20mks)

Q. 2 a. Define what a business strategy Is. (5mks)

b. In your view, do businesses in Kenya need strategy? Explain your answer.(10mks)

Q.3 Explain why a company will not realize the results intended without proper strategy implementation. (15mks)

Q. 4 Write short notes on the following:

a. Corporate Social responsibility.(5mks)

b. Discuss how it impacts an Industry.(10mks)

Q. 5 Discuss the three main problems that may be experienced during a strategy implementation process.(15 mks)

Q. 6. Name the 4 strategic controls and explain their relevance to strategy evaluation and control (15 mks).

Q. 7. a. Define what a policy is. (5mks)

b. Give reasons why policies are important to an organization. (10mks)