



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS3133: STRATEGIC MANAGEMENT

FRIDAY, NOVEMBER 27, 2009

2.00 PM – 5.00 PM

INSTRUCTIONS

- This Exam Script has **FIVE (5)** Questions.
- Answer **Question 1 (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

BUS3133 STRATEGIC MANAGEMENT

FINAL EXAM

TIME : 3 HOURS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS FROM THE CHOICES GIVEN

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss any three factors in the remote environment and indicate how they influence decision making in organizations (9 marks)

b) Identify and explain three levels of strategy indicating the interface at various levels (9 marks)

c) Using practical examples, explain the significance of vision and mission statements in the strategic planning process (12 marks)
2. a) Explain why strategy should be internally consistent for its execution to be possible (12 marks)

b) What are the key benefits of strategic management? (8 marks)
3. Identify and explain five forces of competition by Michael Porter indicating how a firm can deal with each one of them (20 marks)
4. a) Distinguish between strategic and operational objectives (10 marks)

b) Discuss the merits and demerits of corporate social responsibility. Give practical examples (10 marks)

5. a) Explain how multibusiness companies can apply the BCG growth share matrix

(10 marks)

b) Describe Michael Porter's value chain approach and show its significance in internal analysis

(10 marks)