



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELORS OF SUPPLY**  
**CHAIN MANAGEMENT**  
**4<sup>TH</sup> YEAR SEMESTER 2 ACADEMIC YEAR 2022/2023**  
**KISUMU CAMPUS**

**COURSE CODE: BEB 1402**

**COURSE TITLE: BUSINESS POLICY AND STRATEGY**

**DATE: 13/12/2022**

**SESSION: 15.00-17.00PM**

**TIME: 2 HOURS**

**Instructions:**

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- **Answer question one which is compulsory and any other three**
- **Candidates are advised not to write on the question paper.**
- **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**COMPULSORY QUESTION ONE:**

- a. Strategy is different from tactics expound on this scholarly thinking highlighting it with examples [3marks]
- b. In any organization decision making takes place at three levels and so strategies can also be formulated at all these different levels state [2marks]
- c. To have better strategic planning, business products can be grouped into strategically-related business units known as SBU, so that they are manageable explain this concept [5marks]

**QUESTION TWO**

- a. strategic planning is a defined, recognizable set of activities designed to achieve organizational objectives and goals, The techniques for strategic planning may vary explain the substantive issues included in this process [15marks]
- b. explain with a help of a diagram the three stage evolution of strategic management and business policy [5 marks]

**QUESTION THREE**

- a. Strategic management process is a very integral part of policy and strategy management highlight the four crucial stages that are involved in this key process [15marks]
- b. **list and explain the roles of SBU-level executives in the strategic management of their units** [5marks]

**QUESTION FOUR**

- a. The values of a business are the basic activities that often stay un-stated, beliefs of the people who work in the business list and explain three key points why these virtues are pivotal in the business success [15marks]
- b. for a business to succeed it must have a well crafted objectives to give direction for the company state and explain the any five characteristics of an objective [5marks]

**QUESTION FIVE**

- a. In comparison to vision, mission is relatively less abstract, subjective, qualitative, philosophical & non-imaginative. a Mission has a societal orientation, Its a statement, divulging what an organization, intends to do for the society explain the nature of the

mission

[15

Marks]

- b. list and explain five sources of Formulation of Mission Statement

[5marks]