



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**4<sup>TH</sup> YEAR 1<sup>ST</sup> SEMESTER 2019/2020 ACADEMIC YEAR**

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**COURSE CODE: ABA 405**

**COURSE TITLE: Strategic Management**

**EXAM VENUE:**

**STREAM: (BBA)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

1 a) Explain five main steps in the strategic planning process. **(10 mks)**

b) Draw the diagram showing the main components of the strategic planning process. **(10 mks)**

c) Discuss the external analysis as the second component of strategic management. **(10 mks)**

2 a) What is the central purpose of the SWOT analysis? **(4 mks)**

b) The organization has to evaluate various alternatives against each other with respect to their ability to achieve major goals. Discuss these four alternatives. **(16 mks)**

3 a) Define the following terms: **(8 mks)**

i) Leadership

ii) Strategic leadership

iii) Strategic thinking

iv) Strategic planning

b) Discuss the various leadership practices that influence events in organizations. **(8 mks)**

c) Explain at least two models of leadership that are essential in an organization setting. **(4 mks)**

4 a) what are the fundamentals of managing change? **(7 mks)**

b) Briefly explain how the organization culture is expressed. **(7 mks)**

c) Organization culture change can only take place when three important steps are followed, cite the steps. **(6 mks)**

5. (a) Why is it that planning is necessary in non-profit organization ? (4marks)

(b) Explain the following terms as used in non-profit organization (6 marks)

(i) Mission Statement

(ii) Goals

(iii) Current environment

(c) (i) Give four differences between strategic control and Operational control (10 marks)

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