

JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF
BUSINESS**

ADMINISTRATION WITH IT

1ST YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

BUSIA LEARNING CENTRE

COURSE CODE: 808 MBA

COURSE TITLE: STRATEGIC MANAGEMENT

EXAM VENUE: BUSIA

STREAM

DATE:

EXAM SESSION:

TIME: 2.00 HOURS

Instructions:

- 1. Answer question 1 (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) With examples define the following key terms in strategic management (10marks)
 - i. competitive advantage
 - ii. strategists
 - iii. vision statement
 - iv. mission statements
 - v. internal strengths and weaknesses
- b) Discuss porter's five – forces model of competitive analysis (20 marks)

2. a) Explain the value of establishing long-term objectives (10 marks)
- b) Discuss the levels of strategies with persons most responsible (10 marks)

3. a) Identify important behavior, political, ethical and social responsibility considerations in strategic analysis and choice (20 marks)

4. a) Discuss five elements of linking culture to strategy as it was indicated by schein (10 marks)
- b) Differentiate between strategy implementation and formulation (10 marks)

5. a) Give characteristics of an effective evaluation system (10 marks)
- b) Discuss the twenty –first century challenges in strategic management (10 marks)