



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4TH YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS -DAY

COURSE CODE: ABA 405

COURSE TITLE: STRATEGIC MANAGEMENT

EXAM VENUE:

STREAM: (BBA-FINANCE/ACC)

DATE:

EXAM SESSION:

TIME: 2 HOURS

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.**

QUESTION ONE (30 MARKS)

Strategy formulation is a critical process that contributes to a company's competitive advantage. As a manager, you intend to focus on strategy formulation process in quest to improve the organization performance.

- a) Explain factors that you will consider while formulating strategies (10 marks)
- b) Discuss various types of strategies that you will formulate to enhance the performance of the organization (15 marks)
- a) Explain the importance of agency theory in management of modern organizations (5marks)

QUESTION TWO (20 MARKS)

- b) Discuss the process of strategic control in a business enterprise (15 marks)
- c) Describe special alert control (5 marks)

QUESTION THREE (20 MARKS)

As a manager of a newly founded company you are required to steer the organization to rally behind the vision that you have.

- a) Define the term vision (2marks)
- b) Discuss the components that you will consider in developing a mission statement for your organization (12 marks)
- c) Explain the importance of a mission statement to customers and employees (6marks)

QUESTION FOUR (20 MARKS)

- a) Explain conditions under which companies adopt growth strategy (10 marks)
- b) Explain the characteristics of a good retrenchment strategy (10 marks)

QUESTION FIVE(20 MARKS)

- a) Stakeholder engagement cannot be ignored in today's turbulent business environment. explain the advantages that accrue to an organization that engages its stakeholders (10 marks)
- b) Explain the importance of leadership in strategy implementation process (10 marks)