



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 2ND SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: BLM 3421

COURSE TITLE: Business Policy and Strategy

EXAM VENUE:

STREAM: (BLMSC)

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.**

WHAT IS KENYA’S NATIONAL INDUSTRIALIZATION POLICY OR STRATEGY?

Kenya has set the year 2030 as date to achieve middle-income status. However, the specific programmes have not been spelt out by the vision. Therefore, many local private sector players may have been locked out from participating positively. Middle-income economy is an arbitrary yardstick to peg progress, especially if tangible policies are non-existent. The architects of the industrialization vision have so far not stated what model of economy we are striving to become. Will ours be a manufacturing, a mining, an agricultural or a service driven economy? Potential investors may wish to know the national output goals.

What measures are being put in place to create a climate in which industrial innovation will flourish and encourage industrial growth?

(Business Daily, February 5, 2019).

QUESTION ONE

Guided by the passage, answer the following questions.

- a) i) Count how many times the word “policy” has been used in this article. (1 mark)
ii) Define policy. (2 marks)
- b) “However, the specific programmes have not been spelt out by the vision”, says the article. In a way, that contributes to an environmental uncertainty. Briefly explain. (3 marks)
“The architects of industrialization vision have so far not stated what model of economy we are striving to become”.
- c) The condition described above is a fertile ground for unethical behavior in the firms already established. Briefly explain. (3 marks)
- d) Again and again, during class discussions, we clarified “what model of economy we are striving to become”. Briefly clarify. (3 marks)
- e) JOOUST is a not-for-profit making organization. As our client who has been with us for a while, either:
 - i) Briefly tell us what the JOOUST vision states,
 - or ii) Define a vision statement. (3 marks)
- f) i) Differentiate between a share and a debenture. (2 marks)

ii) As a company, Coca-cola is quite visible in Kisumu City.

Without mentioning their individual names, clarify who the owners are. (1 mark)

g) In many areas of business policy and strategic management, the terms

i) strategic planning ii) strategy formulation and iii) strategic management have one key factor in common. Identify and briefly explain. (3 marks)

h) Briefly explain the role of PEST analysis. (3 marks)

“The article concludes: “What measures are being put in place to create a climate in which industrial innovation will flourish and encourage industrial growth”:

i) Identify whose responsibility it is to “create the climate”. (3 marks)

j) Both students of business and economics are taught a brief phrase referring to the “climate” described above. Very briefly clarify. (3 marks)

(Total: 30 marks)

QUESTION TWO

Without policy, an organization is like a traveler, alone in the wilderness but without a compass or a roadmap. Discuss. (20 marks)

QUESTION THREE

The objective school of thought believes that for a business to survive in the modern world, environmental analysis is must. Explain. (20 marks)

QUESTION FOUR

A guest speaker in a business seminar recently remarked that in Kenya today, ethics and business are like twins. Comment, using relevant examples. (20 marks)

QUESTION FIVE

a) For Kenya to industrialize, capital market would be the engine. Explain. (10 marks)

b) Distinguish between strategic planning, strategy formulation and strategic Management. (10 marks)

(Total: 20 marks)