



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS MAGEMENT (TVET)

Y251 2024/2025 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BBM 2211

COURSE TITLE: MANAGE BUSINESS RESEARCH AND DEVELOPMENT II

EXAM VENUE:

DATE.....

EXAM SESSION.....

DURATION: 2 HOURS

Instructions

1. Answer question ONE (Compulsory) and any other 3 questions
2. Candidate are advised not to write in the question paper
3. Candidates MUST hand over the answer booklets to the invigilator while in the examination room.

Question one

- i. Define strategy (4marks)
- ii. Name different types of strategies (4marks)
- iii. Explain SWOT analysis (4 marks)
- iv. What are the strengths and weaknesses of a firm (4 marks)
- v. Define mission elements (4 marks)
- vi. What is the purpose of SMART objectives (4 marks)
- vii. What is the difference between short-term and long term objectives (4marks)
- viii. Why do businesses want to grow (4marks)
- ix. How does growth of a firm affects its cash flow (4marks)
- x. Explain the term overtrading (4marks)

Question two

- a) Define business development (4marks)
- b) Distinguish business development from business strategy (4marks)
- c) What is information technology? Why has information technology recently received so much attention in business? (10marks)

Question three

- a) What is a business plan? Why should a business plan be very clear and precise? Explain what is included in business plan. (10marks)
- b) Describe and give examples of the elements that make up the external environment of a business and explain the idea of “environmental uniqueness” (10marks)

Question four

- a) Explain porters “five forces model” in the context of business survival (10marks)
- b) Identify the entities to which firm has asocial responsibility. Briefly describe the social responsibilities a firm has to each entities (10marks)

Question five

- a) Strategic management has been identified by experts as essential factors in the growth and sustainability of businesses. Describe a basic model of strategic management clearly identify its critical components. (10marks)
- b) How will an economic recession generally impact on businesses and which businesses will be likely to cope best in such difficult trading times (10marks)