

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

BCOM 403: STRATEGIC MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 01/11/2021

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- **Answer ALL the Questions**

QUESTION ONE

- a) Explain the importance of drafting a strategic plan to the organization. (10 marks)
- b) Internalization of strategy is a key aspect of strategy implementation. Discuss the key issues for successful Internalization of a strategy. (10 marks)
- c) Explain the internal factors that pose a challenge to implementation of a strategy. (10 marks)

Question Two

Recently, many organizations both in the private and public sector in Kenya, are undergoing through major strategic restructuring and re-organization.

- i. Explain the reasons for the above phenomenon. (10 marks)
- ii. Discuss any five strategies that organizations can use to manage change for competitive advantage. (10 marks)

Question Three

- a) Discuss any four tools for environmental analysis in Strategic management. (10 marks)
- b) Explain five factors which may influence strategic choice. (10 marks)

Question Four

- a) Strategy deals with organizational objectives, its environment and resource deployment.
Giving examples, explain five ways in which strategy is of value to a business organization. (10 marks)
 - b) Explain the importance of mission and mission to an organization. (10 marks)
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