

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF
BUSINESS MANAGEMENT**

MBAD 882: ADVANCED STRATEGIC MANAGEMENT

STREAMS: MBAD (ODEL)

TIME: 3 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS

- **ANSWER QUESTION ANY FOUR QUESTIONS**

Question one

- Discuss the concepts: Strategic fit and corporate strategy. Discuss (10 marks)
- Michael porter devised a model for assessing the potential of profitability in an industry. Describe this model showing clearly how managers can use the model you better understand the industry in their context. (15 marks)

Question two

- Since the global pandemic of Covid 19 striking the world, many companies are yet to rise from the turbulence that affected them. Using the knowledge, you have acquired in this unit, explain to the senior business development manager of Ungwana Ltd on the concept of environmental turbulence and the different levels that it is likely to occur. (15 marks)
- Describe the main stages of strategy formulation. (10 marks)

Question three

- Mr Katana has been the leading financial and strategic expert of WCC corporation located in Mombasa. The company has been undergoing a lot of financial stress due to cut throat competition and decreased market share. He has advised the management to

consider other strategic corporate arrangement so that they can grow and start expanding.

Explore three of such options. (15 marks)

- b) Discuss the concept of resource allocation. Show the different types of resources and possible benefits of adequate resource allocation in strategy implementation (10 marks)

Question four

- a. KIPII ltd is a private Ltd company with its operations based in East Africa. The company has been facing a lot of struggles lately and have been considering opening branches in Europe. Before they do industry analysis in Europe, management of KIPII Ltd hired Mr. Mutiso who has a lot of knowledge and experience in corporate leadership. He has advised them to do a thorough internal analysis. Identify any 3 tools that they can use and explain. (15 marks)
- b. Distinguish between corporate strategy and business strategy (10 marks)

Question five

- a) Business Organizations are started to increase the net worth of the shareholders as one of the major objective. That means that for this objective to be achieved, the management of the day must perform its tasks optimally to be able to distribute dividends. Discuss the concept of strategic corporate performance. (10 marks)
- b) Discuss any five strategic issues in public sector (15 marks)

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