

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**MBAD 875: BUSINESS POLICY AND STRATEGY**

**STREAMS:**

**TIME:3 HOURS**

**DAY/DATE: THURSDAY 13/04/2023**

**2.30 P.M. –5.30 P.M.**

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**INSTRUCTIONS**

ANSWER ALL QUESTIONS

**QUESTION ONE (40 MARKS)**

- a) With good policies the lower level management can handle situation by referring to these guidelines without having the need to look up to top management all the time. Discuss the importance of business policy to the organization (10 marks)
- b) The policy should be definite, positive and understandable to everyone in the organization. Definite and clear policy helps to avoid involuntary deviations from accepted course of action. Generally, summarize how policy statements relates to success within enterprises (10 marks)
- c) The McKinsey 7-S model of corporate culture involves seven interdependence factors which are categorized as either “hard” or “soft” elements. “Hard” elements are easier to define or identify where management can directly influence them. Discuss these elements (10 marks)
- d) Procedures needs to be reviewed and updated. This leads to work simplifications, rationalization, increased efficiency and reduced costs. Contrast between policies and procedures (10 marks)

**QUESTION TWO**

- a) Managers act without the need for consulting the senior managers every time which minimizes the need for close supervision. Discuss briefly types of Business policies (10 marks)
- b) Safaricom Ltd Company recognizes its responsibility to be a good steward of the environment and contribute to a more suitable planet. Across the organizations, they work to minimize direct and indirect impacts on the environment. They tend to develop policies on the same through your consultation. Advise them on the direction to take (10 marks)

**QUESTION THREE**

- a) Organizations make various decisions in dynamic environment to boost sales in the short term and think about the big picture and make decisions that take the company to where it wants to be. Examine some of the features of strategic decision-making (10 marks)
- b) Programmes according to authors' means " A set of related measures or activities with a particular long-term aim." Describe programmes according to nature of origin and according To Level Of Management (10 Marks)

**QUESTION FOUR**

Cultural paradigm goes beyond the corporate terminology. The culture is rooted in the country where the corporate operates. This is the reason why it is difficult for the corporate to change its culture. The cultural heritage of a particular country creates general cultural environment to the businesses. Identify some of the contribution of positive culture transformation withing organizations (20 marks)

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