

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**MBAD 872: ADVANCED STRATEGIC MANAGEMENT**

**STREAMS:**

**TIME:3 HOURS**

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

**11.30 A.M. –2.30 P.M.**

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**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

**Question One**

- a) “Companies talk about ‘going global ‘when what they really mean is that they are moving internationally, outside their home countries.” Discuss (10 marks)
- b) You have been hired by CHOX Ltd as a management consultant to advise them on new business ventures they want to try and do in the manufacturing sector. Advise them on any 3 key techniques that they can use to do industry analysis (15 marks)

**Question Two**

- a) 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)
- b) It is true the motor vehicle manufacturing firm having a sales office in Kenya and east Africa at large has the vehicles assembled in other parts of the world. Using the concept of globalization discuss how this is possible. (10 marks)

**Question Three**

- a) 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. Explore three of such options. (15 marks)
- b) Giving relevant examples, discuss your understanding of scenario planning (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 through 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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