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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 16th December, 2020
Time: 11.30am – 1.30pm

KBA 002 - STRATEGIC MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Outline six benefits of social responsibility. (6 Marks)
- b) Explain three arguments against social responsibility. (6 Marks)
- c) Briefly explain the contents of mission statements in modern organization. (6 Marks)
- d) Discuss three manager's role in leading strategy implementation process. (6 Marks)
- e) Describe three important areas in which organizational objectives are established. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain five responsibilities of Managers in strategic management. 10 Marks)
- b) Explain five strategies that promote survival and success of small businesses. (10 Marks)

QUESTION THREE (20 MARKS)

- a) With an aid of a diagram, explain the strategic management process. (10 Marks)
- b) Explain five components of external business environment that influences strategic performance of a business. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the commonly used methods used in environmental forecasting. (10 Marks)
- b) Discuss the benefits you have acquired for studying strategic management. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Examine the elements of internal business environment that affects performance of business (10 Marks)
- b) With an aid of diagram explain the approaches used in formulating business strategy as argued by Michael Porters five competitive forces. (10 Marks)