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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 11th April, 2019

Time: 2.30 – 4.30pm

KBA 002 – STRATEGIC MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Highlight the meanings of the following terms:
- i) Vision (2 Marks)
 - ii) Mission (2 Marks)
 - iii) Objectives (2 Marks)
 - iv) Goals (2 Marks)
 - v) Policies (2 Marks)
- b) Define what a micro environment is giving examples of its elements. (5 Marks)
- c) Differentiate between strategy and strategic management (4 Marks)
- d) Highlight the benefits of SWOT analysis to an organization. (5 Marks)
- e) Explain the three levels of strategies mostly used in organizations. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the strategic management process. (10 Marks)
- b) Shareholders are very important when it comes to the financial wellbeing of an organization. Explain at least five of the special privileges granted to shareholders.

(10 Marks)

QUESTION THREE (20 MARKS)

- a) Examine the three categories in which the board members of an organization can be categorized into. (10 Marks)
- b) As the other tier of the company, the management team is directly responsible for the day-to-day operations and profitability of the company. Discuss the members of this team. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Evaluate the macro environmental factors of an organization highlighting their roles. (10 Marks)
- b) Michael Porters five forces model is used by many organizations for corporate strategies. Explain these five forces in details. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Evaluate industry life cycle stages in detail. (10 Marks)
- b) Discuss the types of strategic alliances. (10 Marks)