



**MERU UNIVERSITY OF SCIENCE & TECHNOLOGY**  
*Foundation of innovations*

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examination 2016/2017**

**THIRD YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF BUSINESS ADMINISTRATION, BACHELOR OF PURCHASING AND SUPPLIES  
MANAGEMENT, BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

**AND**

**SECOND YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF AGRIBUSINESS MANAGEMENT**

**AND THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF COMMERCE**

**AND**

**THIRD YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF PURCHASING AND SUPPLIES MANAGEMENT**

**BFB 3350: STRATEGIC MANAGEMENT**

**DATE: JUNE 2017**

**TIME: 2 HOURS**

**INSTRUCTIONS:** Answer question **one** and any other **two** questions.

**QUESTION ONE (30 MARKS)**

- a) Meru University has appointed you as a member of the strategy formulation committee to develop a two year strategic plan. As an expert, respond to the following.
- i) Discuss University's business environment. (8 marks)

- ii) Explain how you will formulate relevant strategies. (8 marks)
- iii) Explain your strategic choices process. (14 marks)

**QUESTION TWO (20 MARKS)**

- a) Citing levels at which strategy operates, explain characteristics of strategic decisions (12 marks)
- b) Giving examples, explain any key strategic areas, that an organization can focus its strategic decisions. (8 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss relevance of strategic planning in strategic management. (10 marks)
- b) Explain key elements of strategy operationalization. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss any two competitive business strategies that firms are adopting in Kenyan market. (10 marks)
- b) Identify and discuss key elements of strategy operationalization. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Giving appropriate examples, explain how a medium sized company can institute strategy evaluation and control, at operations and strategic level. (20 marks)