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**University Examinations 2015/2016**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE

DEGREE OF

BACHELOR OF COMMERCE

THIRD YEAR SECOND SEMESTER BACHELOR OF PURCHASING AND SUPPLIES MANAGENT

**BFB 3350: STRATEGIC MANAGEMENT**

**DATE: AUGUST 2016 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Organizations relate and justify their existence to satisfying a particular need of the society. They express this by their mission and purpose statements. Discuss qualities of a good mission statement (10 marks)
2. Discuss importance of a strategic plan, during strategy implementation (10 marks)
3. Discuss factors that influence strategic choice process (10 marks)

**QUESTION TWO (20 MARKS)**

1. Explain the relevance of business strategies to a firm. (10 marks)
2. Discuss how Boston Consulting Group (BCG) matrix can be used in portfolio analysis

(10 marks)

**QUESTION THREE (20 MARKS)**

1. Explain why internal environment of a firm is critical during strategy formulation. (10 marks)
2. Discuss importance of operations control during strategy implementation (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Using a model of your choice, discuss the elements of strategic management process (12 marks)
2. Discuss any four constraints to strategic implementation (8 marks)

**QUESTION FIVE (20 MARKS)**

1. Explain how functional strategies relate to Business strategies (10 marks)
2. Discuss the relationship between strategy and organization structure during strategy implementation (10 marks)