



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN BUSINESS ADMINISTRATION

BMG 2214: STRATEGIC MANAGEMENT AND LEADERSHIP

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Explain the following terms as used in strategic management and leadership:
- i) Vision (5 marks)
 - ii) Mission (5 marks)
 - iii) Strategic objectives (5 marks)
 - iv) Core values (5 marks)
- b) Strategic management is a process; discuss any **FOUR** of its steps. (10 marks)

QUESTION 2

- a) Is strategic management important? Discuss. (10 marks)
- b) Differentiate between leaders and managers. (10 marks)

QUESTION 3

- a) “Just like human beings products have a life cycle”. Identify and explain the stages in the product life cycle and clearly explain the strategies you can use at each stage. (10 marks)
- b) Discuss the steps in product life cycle. (10 marks)

QUESTION 4

- a) The success of an organization is majorly attributed to the kind of leadership style used’. In view of the above statement, describe **THREE** leadership styles that are used in the globe today. (10 marks)
- b) Discuss **FIVE** factors that influence the style of leadership in strategic management. (10 marks)

QUESTION 5

- a) In your own words explain what is organization culture and explain any **FIVE** functions of culture in organization. (10 marks)
- b) Explain **FIVE** advantages of group decision making in a research and development organization. (10 marks)