

TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION FOR DIPLOMA
DIPLOMA IN BUSINESS ADMINISTRATION
BMG 2214; STRATEGIC MANAGEMENT
END OF SEMESTER EXAMINATIONS
SERIES: JANUARY/APRIL 2016
TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question **One (COMPULSORY)** and any other **TWO**

QUESTION ONE

- (a) Discuss the forces of change (10 marks)
- (b) Explain the emerging factors of the Macro environment in the 21st Century (14 marks)
- (c) State the importance of strategic management in an organization (6 marks)

QUESTION TWO

- (a) Differentiate between strategic implementation and strategic formulation (10 marks)
- (b) Explain the major steps in strategic management process (10 marks)

QUESTION THREE

- (a) Explain the concept of strategic management using Mintzberg's 5ps of strategy (10 marks)
- (b) State the qualities of a good vision statement (10 marks)

QUESTION FOUR

- (a) Explain FIVE elements of strategic implementation (10 marks)
- (b) Differentiate between strategic objectives and operational objectives (10 marks)

QUESTION FIVE

- (a) Discuss a SWOT analysis using an organization of your choice (15 marks)
- (b) State Five qualities of a good strategic leader (5 marks)