



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

MASTERS OF BUSINESS ADMINISTRATION

BSM 5201 : STRATEGY IMPLIMENTATION AND OPERATIONALISATION

END OF SEMESTER EXAMINATION

PAPER TWO

SERIES: APRIL 2016

TIME: 3 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction. **Question one Compulsory and any other THREE questions**

Do not write on the question paper.

Question ONE

(a) What are the components of a Strategy Statement (25 Marks)

Question TWO

Explain in details the 3 C of Strategy Implementation (*25 marks*)

Question THREE

Explain the Strategic management process (*25 marks*)

Question FOUR

Explain the main characteristics of strategic decisions (*25 marks*)

Question FIVE

Describe the six sigma strategy (*15 marks*)

Explain the relevance of the sigma strategy in Kenya. (*10 marks*)