



# TECHNICAL UNIVERSITY OF MOMBASA

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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 ONE**

**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.**

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## **Question ONE**

- (a) Explain Strategy and the key attributes (*10 marks*)
  
- (b) Who are responsible for strategy development (*15 marks*)

## **Question TWO**

Explain the Steps in Strategy Formulation Process (*25 marks* )

## **Question THREE**

Discuss the benefits of strategy in organization (**25 marks**)

## **Question FOUR**

Explain the six sigma strategy (**15 marks**)

How relevant is the sigma strategy in Kenya. (*10 marks* )

## **Question FIVE**

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