



**TECHNICAL UNIVERSITY OF MOMBASA**

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**SCHOOL OF BUSINESS**

Department of Business Administration

**UNIVERSITY EXAMINATIONS FOR DEGREE IN:  
BACHELOR OF BUSINESS ADMINISTRATION  
BACHELOR OF COMMERCE**

BMG 4400: STRATEGIC MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: MAY 2016

TIME: 2 HOURS

**INSTRUCTIONS**

Answer Question **ONE (Compulsory)** and any other **TWO** Questions.

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**QUESTION 1**

- a) Discuss the features of a mission statement. **(12 marks)**
- b) Discuss the features of goals. **(10 marks)**
- c) Briefly discuss the strategic management process. **(8 marks)**

**QUESTION 2**

- a) Discuss the process of strategy formulation. **(12 marks)**
- b) Discuss the process of strategy evaluation. **(8 marks)**

**QUESTION 3**

- a) Discuss the institutions of BCG matrix. **(10 marks)**
- b) Discuss SWOT analysis. **(10 marks)**

#### **QUESTION 4**

- a) Discuss the advantages of exporting. **(10 marks)**
- b) Discuss the limitations of licencing. **(10 marks)**

#### **QUESTION FIVE**

- a) Discuss the disadvantages of direct investment. **(8 marks)**
- b) Discuss the advantages of a joint venture. **(12 marks)**