



**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: DECEMBER 2016

TIME: 2 HOURS

**INSTRUCTIONS**

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

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**QUESTION ONE**

- a) Discuss the features of a mission statement. **(12 marks)**
- b) Define strategy as defined by Henry Mintzberg using 5P's. **(10 marks)**
- c) Briefly discuss the strategic management process. **(8 marks)**

**QUESTION TWO**

- a) Discuss the features of vision. **(10 marks)**
- b) Discuss the steps in strategy formulation process. **(10 marks)**

**QUESTION THREE**

- a) Discuss the benefits of having a vision and mission statement. **(10 marks)**
- b) Discuss the features of strategic decisions. **(10 marks)**

#### **QUESTION FOUR**

- 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)**