



TECHNICAL UNIVERSITY OF MOMBASA

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN LOGISTICS & TRANSPORT MANAGEMENT

BLT 2209: STRATEGIC MANAGEMENT AND LEADERSHIP

END OF SEMESTER ORDINARY EXAMINATION

SERIES:DECEMBER2016

TIME:2HOURS

DATE:Pick DateDec2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions.

Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question one

- Discuss the categories of Business unit strategies (10 marks)
- With the aid of Porter's five forces of industry analysis, discuss exhaustively how industry forces shape a firm's strategy (20 marks)

Question two

- Discuss the macroeconomic factors that affect an organization (10 marks)
- Highlight the importance of strategic management (10 marks)

Question three

- Discuss the strategic management model with the use of an illustration (10 marks)
- Explain the reasons for rising needs for strategic direction (10 marks)

Question four

- a) With an illustration of a diagram, explain the hierarchy of the strategic process (10 Marks)
- b) Discuss the product life cycle (10 marks)

Question five

- a) Highlight circumstances under which an organization decides to use harvesting strategy (10 marks)
- b) Give reasons that prompt a company to use defensive strategies (10 marks)