



**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: AUGUST 2019

TIME: 2 HOURS

**INSTRUCTIONS**

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

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**QUESTION ONE**

- a) “Strategic management is a set of decisions and actions that result in the formulation and implementation of plans to achieve a company’s objective”. Discuss any five critical tasks that encompass strategic management **(10 marks)**
- b) Discuss the features of goals. **(10 marks)**
- c) Decisions facing a business are strategic and therefore deserve strategic management attention. Discuss the dimensions of strategic issues **(10 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 steps in implementing strategy. **(10 marks)**
- b) Discuss SWOT analysis. **(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)**