



TECHNICAL UNIVERSITY OF MOMBASA

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.

QUESTION ONE

- a) Define strategy as defined by Henry Mintzberg using 5P's. **(10 marks)**
- b) Discuss the features of a vision statement. **(10 marks)**
- c) There are two parts or levels of environmental analysis: micro and macro. Discuss the benefits of external analysis. **(10 marks)**

QUESTION TWO

- a) Elaborate on ways and methods in which a less developed country can attract Foreign Direct Investment. **(10 marks)**
- b) What is SWOT and how does a company use it in strategy formulation and implementation. **(10 marks)**

QUESTION 3

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

QUESTION 4

- a) Discuss the disadvantages of exporting. **(8 marks)**
- b) Discuss the advantages of licencing. **(12 marks)**

QUESTION FIVE

- a) Discuss the advantages of joint venture as a method of going abroad. **(10 marks)**
- b) Discuss the advantage of direct investment. **(10 marks)**