



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT

BLT 2209: STRATEGIC MANAGEMENT AND LEADERSHIP

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE:Pick DateAug2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Write short notes on the following concepts as used in strategic management and leadership. (9 MARKS)
- i) Strategy
 - ii) Transformational leader
 - iii) Transactional Leader
- b) The function of strategy management should be ongoing. Briefly justify when strategy evaluation may be required in a firm. (10 MARKS)
- c) Explain meaning of strategic management. (2 MARKS)
- d) Briefly describe the components of the strategic management process. (9 MARKS)

Question TWO

- a) Briefly explain FOUR dimensions of strategic planning. (10 MARKS)

- b) Exerting strategic leadership in any business idea is significant for aspiring organizations. Explain FIVE attributes recommended of leaders. (10 MARKS)

Question THREE

- a) Identification of situational factors within the work environs is the essence of effective leadership in formulation of strategy. Explain FIVE factors that influence leadership effectiveness in different work situations. (10 MARKS)
- b) Highlight FIVE factors to consider under external environment analysis which contribute to the nature of competition in any particular market. (10 MARKS)

Question FOUR

- a) Describe the following types of strategy. (10 MARKS)
i) Corporate Strategy
ii) Business Strategy
- b) Effective strategic management is founded on good leadership. Explain FOUR key factors of Leadership. (10 MARKS)

Question FIVE

- a) Discuss the importance of internal and external environment analysis to the firm. (10 MARKS)
- b) Write short notes on the following stages of the product life cycle. (10 MARKS)
i) Introduction stage
ii) Maturity stage