



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

ORDINARY UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS MANAGEMENT

BMG 2214: STRATEGIC MANAGEMENT

END SEESTER EXAMINATIONS

SERIES: APRIL ~~Pick~~year2025

TIME: 2HOURS

DATE: ~~Pick~~ DateApr 2025

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 (30 MARKS)

- a) Describe five types of corporate level strategies (10 marks)
- b) Explain five limitations of strategic management (10 marks)
- c) Discuss how you can use PESTEL analysis tool to conduct an external business environment analysis (10 marks)

Question Two

- a) Assess 5Ps of strategy according to Henri Mintzberg (10 marks)
- b) Evaluate the steps involved in strategic management process (10 marks)

Question Three

- a) Examine the Michael Porter's five forces of competitive advantage (10 marks)
- b) Enumerate the purpose of strategy in an organization (10 marks)

Question Four

- a) Analyze five characteristics of a strategy (10 marks)

- b) Citing a relevant example in each case, describe the three levels of strategy (10 marks)

Question Five

- a) Explain the contribution of SWOT analysis to strategic planning (10 marks)
- b) Assess five characteristics of strategic decisions (10 marks)