



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

SPECIAL / SUPPLEMENTRY UNIVERSITY EXAMINATION

FOR:

DIPLOMA IN BUSINESS MANAGEMENT

BMG 2214: STRATEGIC MANAGEMENT

SERIES: JULY 2025

TIME: 2HOURS

DATE: Pick DateJul 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) In the context of strategic management process, analyze areas of review of an organization's internal environment (10 marks)
- b) Discuss five areas of concern in corporate level strategy (10 marks)
- c) Suppliers form part of a firm's external environment. Evaluate five ways in which supplier power increases in an industry (10 marks)

Question Two

- a) Discuss five reasons why a company might adopt the vertical integration strategy (10 marks)
- b) Argue five cases in favor of a stability strategy (10 marks)

Question Three

- a) Assess Michael Porter's business level strategies (10 marks)

- b) With reference to Michael Porter's model of competitive forces, evaluate five barriers to market entry (10 marks)

Question Four

- a) Analyze five external environmental factors that might have greatly contributed to increased importance of strategic management in organization (10 marks)
- b) Describe five circumstances that might lead to forward integration of organizations (10 marks)

Question Five

- a) Assess five product development strategies that an organization could implement (10 marks)
- b) Analyze five factors which might cause intense competitive rivalry among firms in an industry (10 marks)