



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2024

TIME: 2 HOURS

INSTRUCTIONS

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

Question ONE

- a) What step as an entrepreneur would you like to take before, actually embarking upon diversification scheme? **(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. Briefly 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)**

marks)

- b) What is SWOT and how does a company use it in strategy formulation and implementation. **(10 marks)**

Question THREE

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

Question FOUR

- a) Discuss the disadvantages of exporting. **(10 marks)**
- b) Discuss the advantages of licencing. **(10 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)**