BIT408/BCM400 STRATEGIC MANAGEMENT

ONLINE

Instructions

i) **This exam paper contains SIX questions carrying 10 mark each.**

ii) **Answer Question 1 (Compulsory) and any other three questions**

iii) **Read all questions carefully before attempting.**

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Question 1

a) Differentiate between:

i) Strategy and tactic (2 marks)

ii) Corporate level strategy and business level strategy (2 marks)

b) Explain three merits of preparing a strategic plan for a business (6 marks)

Question 2

a) Discuss the utility of SWOT analysis for internal environmental assessment (4 marks)

b) Explain the application of PESTEL framework for analyzing the external environment of a business (6 marks)

Question 3

a) Outline five factors assessed during company analysis (5 marks)

b) Analyze the application of Porter's Five Forces model for perform industry analysis (5 marks)

Question 4

a) Explain two defensive strategies an organization can deploy during times of economic contraction.

(4 marks)

b) Discuss three integration strategies that you can consider when developing an expansion and growth strategy for a company

(6 marks)

Question 5

a) Using the Balanced Scorecard framework, outline four key performance indicators that a company can use to measure its growth strategy.

(5 marks)

b) Describe Power-Interest Grid as a tool for stakeholder analysis

(5 marks)

Question 6

a) Explain two reasons why a company should carry out regular strategic reviews in the course of implementing its strategic plan

(4 marks)

b) Describe three basic activities that a company should undertake during strategy evaluation

(6 marks)