



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**  
**MASTER OF COMMERCE DEGREE IN BUSINESS**  
**ADMINISTRATION**  
**STRATEGIC MANAGEMENT**  
**MBA 111**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the Strategic Management Process explaining the various levels at which each strategy operates in an organisation. [25 Marks]
2. Citing relevant examples, evaluate any five grand strategies that may be employed by an organization to enhance its expansion. [25 marks]
3. ‘An organization that does not have a clear vision and mission is like a house without a roof.’ Discuss this assertion. [25 marks]
4. ‘Businesses are about competition and a strategy to win the same.’ Discuss the applicability of this assertion. [25 Marks]
5. Evaluate the contribution of Michael Porter’s five forces model in analyzing business competitiveness. [25 marks]
2. Giving relevant examples, explain how a business may use environmental analysis when assessing business performance. [25 marks]

**END OF PAPER**