



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

Bachelor of Commerce Honours Degree in Business Management

Strategic Management and Business Policy

HBUM 436/ HHRM402

Part 4 Semester 2 Examination

Total Marks [100]

Date: November 2019

Time: 3 Hours

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 Examine the concept strategic management, clearly showing its **five** key elements and their relevancy to any business organisation of your choice.
(25)
- 2 Evaluate any **five** factors of the external business environment that should be put in mind when crafting a fitting strategy for a business organisation of your choice.
(25)
- 3 With reference to any policy programme that you have studied, assess the role of objectives in planning and implementation of policy programmes(25)
- 4 Examine the concept strategy evaluation clearly showing the **three** levels of evaluation for policy programmes and their relevance to strategic management in business organisations.
(25)
- 5 (a) Analyse the importance of a strategic approach to business management
(10)
(b) Discuss the tips you can give to Strategic Business Unit (SBU) managers in order to assist them to develop a good Vision and Mission Statement for their business units.
(15)
- 6 Explore the relevance of SWOT analysis in developing a business strategy.
(25)

End of paper