



REFORMED CHURCH UNIVERSITY

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

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