



KENYA METHODIST UNIVERSITY

END OF 1ST TRIMESTER 2010 EXAMINATIONS

FACULTY : **COMPUTING AND INFORMATICS**
DEPARTMENT : **COMPUTER INFORMATION SYSTEMS**
UNIT CODE : **CISY 405**
UNIT TITLE : **STRATEGIC MANAGEMENT**
TIME : **2 HOURS**

Instructions:

- Answer question 1 and any other 2 questions.
- Marks will be awarded for clearly and concisely explained points.

Question 1

- a) Briefly explain the meaning of the following terms as used in strategic management, giving examples in the field of IT.
- i) Policies
 - ii) Procedures
 - iii) Programs
 - iv) Strategies (9 mks)
- b) Explain four advantages and four disadvantages of strategic management. (12 mks)
- c) Explain at least six areas in which organizational objectives are established. (9 mks)

Question 2

Explain any seven factors that facilitate successful implementation of strategies in an organization. (20 mks)

Question 3

- a) Explain at least five determinants of a business strategy. (10 mks)
- b) i) Explain what is meant by vertical integration. (2 mks)
- ii) Explain four merits and four demerits of vertical integration. (8 mks)

Question 4

- a) Explain the meaning of strategic planning. (2 mks)
- b) Explain the levels at which strategic planning is done within an organization. (6 mks)
- c) Explain at least six importance of strategic planning to an organization. (12 mks)