



KENYA METHODIST UNIVERSITY

END OF 2ND TRIMESTER 2010 EXAMINATIONS

FACULTY : **SCIENCE AND TECHNOLOGY**
DEPARTMENT : **COMPUTER SCIENCE & BUSINESS INFORMATION**
UNIT CODE : **CISY 405**
UNIT TITLE : **ICT STRATEGIC MANAGEMENT**
TIME : **2 HOURS**

Instructions

- *Answer question 1 and any other two questions.*
- *Marks will be awarded to clearly and concisely explained points.*

Question 1

- Identify and explain the four basic types of strategic control. (8Mks)
- Explain the significance of strategic evaluation in a modern business. (8Mks)
- Explain the importance of business level strategies in an organization. (8Mks)
- Retrenchment is a temporary retreat and stepping back in the face of adverse conditions. Discuss four types of retrenchment strategies that a firm can take. (6Mks)

Question 2

The process of strategic management goes through four main phases. With the aid of a diagram, explain the strategic management process or model highlighting the specific items in each phase of the model. (20Mks)

Question 3

- Explain the steps followed when implementing a chosen strategy alternative in an organization. (8Mks)
- Industry analysis is an important aspect in strategic management. Explain Porter's five forces model used in industry analysis. (12Mks)

Question 4

- A mission statement plays an important role in an organization.
 - Define the term mission as used in strategic management.
 - State the components of a mission statement.
 - Explain the characteristics of a good mission.
- Explain four growth strategy alternatives that can be pursued by a firm, giving in each a recent example in Kenya.