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**University Examinations 2016/2017**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR

OF COMMERCE

THIRD YEAR SECOND SEMESTER BACHELOR OF PURCHASING AND SUPPLIES

MANAGEMENT

**BFB 3350: STRATEGIC MANAGEMENT**

**DATE: DECEMBER 2016 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Business environment greatly influence the nature of strategies adopted by firms in a given industry. Discuss key aspects of business environment, that make it important to business managers (10 marks)
2. Explain the role of leadership in strategy operationalization (10 marks)
3. Using appropriate examples, explain the role of objectives in strategic management

(10 marks)

**QUESTION TWO (20 MARKS)**

1. Explain the importance of change management during strategy implementation

(10 marks)

1. Giving appropriate examples explain the concept of SWOT analysis in relation to strategy formulation (10 marks)

**QUESTION THREE (20 MARKS)**

1. Giving examples to support your answer explain challenges facing business strategist today (10 marks)
2. “ Corporate social responsibility and management values influence strategic thinking” explain (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Giving appropriate examples, explain how strategy evaluation and control can be carried out in a firm (20 marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss the relevance of product life cycle curve during strategic analysis and choice

(10 marks)

1. Discuss any two cooperative strategies that a firm can adopt (10 marks)