



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

**CITY CAMPUS –EVENING**

**ABA 405: STRATEGIC MANAGEMENT**

Date: 21<sup>st</sup> November, 2016

Time: 5.30 - 8.30pm

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**INSTRUCTIONS:**

- Answer Question ONE (Compulsory) and any other TWO.

### QUESTION 1

- a) Discuss the dimensions of strategic management decisions (10mks)
- b) Distinguish between corporate and functional level strategies (10mks)
- c) Distinguish between a mission statement and a vision statement for an organization explaining the benefits of each (10mks)

### QUESTION 2

- a) SWOT analysis a tool commonly used to analyze both internal and external environment of the firm. Describe how it is used (10mks)
- b) Boston Box is a matrix used for corporate or business portfolio analysis. Explain how it is used (10mks)

### QUESTION 3

- a) Explain the different types of diversification strategies (10mks)
- b) Discuss the areas in organizations around which executives commonly craft objectives (10mks)

### QUESTION 4

- a) Explain the circumstances that might drive a firm to engage in backward integration strategy (10mks)
- b) Michael Porter advanced three generic strategies that business units can adopt to compete effectively. Examine these strategies. (10mks)

### QUESTION 5

- a) Discuss strategy implementation steps (10mks)
- b) Explain the benefits of strategic management to organizations (10mks)

#### DEPARTMENT OF BUSINESS ADMINISTRATION OFFERS THE FOLLOWING COURSES:

*Certificate in Business Administration, Diploma in Business Administration, Diploma in Sales and Marketing, Diploma in HRM, B. Sc in Marketing Management with IT, B.Sc in HRM with IT, B. Business Entrepreneurship with IT, B.A Business Studies with IT, B. Business Administration with IT (Marketing, Management, HRM, Entrepreneurship), MBA(Entrepreneurship, HRM, Marketing, Strategic Management), Msc HRM, Msc Entrepreneurship, PhD in Business Administration, PhD in Marketing, PhD in HRM, PhD in Entrepreneurship and PhD in Strategic Management*

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