



**UNIVERSITY OF KABIANGA**  
**UNIVERSITY EXAMINATIONS**  
**2017/2018 ACADEMIC YEAR**  
**FOURTH YEAR SECOND SEMESTER EXAMINATION**  
**FOR THE DEGREE OF**  
**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE:     BBM 472**

**COURSE TITLE:    BUSINESS POLICY AND STRATEGY**

**DATE: 10<sup>TH</sup> JULY, 2018     TIME: 2.00 P.M. - 5.00 P.M**

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**INSTRUCTION TO CANDIDATES**

- SEE INSIDE

THIS PAPER CONSISTS OF (3) PRINTED PAGES

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**MAIN CAMPUS**

140800e

UNIVERSITY OF KABIANGA

END SEMESTER UNIVERSITY EXAMINATIONS SEPT-DEC 2017/2018

School of Business and Economics

Bachelor of Business Management

BBM 472-Business Policy and Strategy

Time: 3hrs

MAIN EXAMINATION

INSTRUCTIONS TO CANDIDATES: ANSWER QUESTION ONE COMPULSORY AND ANY OTHER THREE

QUESTION ONE

- a) Discuss how the following analytical methods work in the strategic analysis
- i. Value chain analysis (4 marks)
  - ii. Early warning scans (4 marks)
  - iii. War gaming (4marks)
- b) Discuss four roles of strategy in business (8 marks)
- c) Explain five main features of a business policy (5 marks)

QUESTION TWO

- a) Explain seven characteristics and Scope of Stability Strategy. (8 Marks)
- b) There are many changes that have taken place in Kenya's regulatory environment, explain seven major regulations that affects the performance of the business and how the business operates. (7 marks)

QUESTION THREE

- a) The environmental analysis involves the internal and external environment

of the firms. Discuss the factors that forms the internal component of the internal environment (8 marks)

b) It is by analyzing its competitors that the business can position itself well. Using this criteria, discuss how the Michael Porter four corner's analysis is used for analysing competitors (7 marks)

#### QUESTION FOUR

a) Discuss three elements of the political-legal environment of a country that affects the business operation (9 marks)

b) Effective policies are a preliquisite for efficient program designing and effective implementation. Discuss six requirments for an effective policy (6 marks)

#### QUESTION FIVE

a) When a company does environmental analysis it comprehends various environmental factors anddetermines the opportunities and threats. Explain three features of environmental analysis (6 marks)

b) Explain the process of creating a mission of a company (9 marks)