

FOURTH YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR OF APPLIED COMPUTER SCIENCE SECOND SEMESTER 2018/2019 (JAN - APRIL, 2019)

COMP 423: STRATEGIC MANAGEMENT FOR DIGITAL INNOVATION

STREAM: Y4 S2

TIME: 2 HOURS

DAY: MONDAY, 3:00 - 5:00 PM

DATE: 25/04/2019

INSTRUCTIONS:

1. Do not write anything on this question paper.

2. Answer section A (Compulsory) and any other TWO questions from section B.

SECTION A

QUESTION ONE

a) Describe the Mintzberg's view of strategy [3 Marks]
b) Define the following terms as used in strategic management;
i) Vision [2 Marks]
ii) Mission [2 Marks]
iii) Objectives [2 Marks]
iv) Goal [2 Marks]

c) Describe the key content of a mission statement of an organization

[5 Marks]

d) Discuss how Corporate Social Responsibility initiatives can benefit businesses [4 Marks]

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e) Explain the importance of identifying strengths and weaknesses of business enterprise 4 Marks f) Describe the following innovation: i) Incremental innovation [2 Marks] ii) Systematic innovation [2 Marks] iii) Radical innovation [2 Marks] SECTION B QUESTION TWO a) State the key characteristics of strategic decisions [5 Marks] b) Explain why it is important to analyze and understand firms' external environment [7 Marks] c) Explain the reason why intellectual property right is necessary for owners of intangible assets [8 Marks] **QUESTION THREE** a) Explain the Porter's model of five strategic forces and its application by a firm in a competing environment [9 Marks] b) State the meaning of corporate culture and explain why it is so important in a business enterprise [8 Marks] c) Define the term business ethics [3 Marks] **QUESTION FOUR** a) State how E -business strategies can be used by a firm to gain competitive [10 Marks] advantage b) With examples explain how enterprises embrace corporate social [5 Marks] responsibility c) Explain the difference between a leader and a manager [5 Marks] QUESTION FIVE

a) Describe types of organization structure and there nature of application

[10 Marks]

