Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

UNIT CODE/NAME: BBA 402: STRATEGIC MANAGEMENT

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

a) Define the following terms **(5 Marks)**
   i. Strategic management
   ii. Competitive advantage
   iii. Business strategy
   iv. Public image
   v. Strategy formulation

b) 'Never use the word **strategy** unless you are ready for war'. Discuss how this military phrase is applicable in business operations **(6 Marks)**

c) If a company's business philosophy is, **'Make the customer, money will come automatically'**, what specific activities is the company likely to be seen prioritizing as it interacts with its customers? **(6 Marks)**

d) Superior weapons in military operations are what strategic objectives are to a business. Explain how a company can compete successfully through achievement of its strategic objectives **(6 Marks)**

e) Explain why a company's self-concept is crucial for its survival in a competitive and changing environment **(7 Marks)**

QUESTION TWO

Formulation of a company's mission is a key step in strategy formulation. List and discus briefly six important actions in this step **(15 Marks)**

QUESTION THREE

Strategy formulation and implementation embodies a number of important steps. Discuss at least eight of these key steps **(15 Marks)**

QUESTION FOUR

a) What is SWOT analysis? **(5 Marks)**

b) Discuss the role of SWOT analysis in a company's preparedness to thrive in a dynamic and competitive environment **(5 Marks)**

c) Discus how organizational culture and internal environment can influence success or failure of strategy implementation **(5 Marks)**

QUESTION FIVE

a) What does an implementation matrix entail? **(5 Marks)**

b) What are the components of a strategy action plan? **(5 Marks)**

c) Explain the role of monitoring and evaluation in the implementation of a strategic plan **(5 Marks)**