**MAASAI MARA UNIVERSITY**

**HIGHLANDS STATE COLLEGE**

**APRIL 2017 DRAFT EXAMINATIONS**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF SCIENCE IN HUMAN RESOURCE MANAGEMENT**

 **YEAR 4 SEMESTER 2**

**UNIT CODE: BHR 413E**

**UNIT TITLE: STRATEGIC MANAGEMENT**

***INSTRUCTION TO CANDIDATES***

* ***Answer Question ONE(compulsory) and any other THREE***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks each***

**QUESTION ONE**

1. Differentiate between a companies Mission, Vision and strategic intent and with examples of each explain why these components of a strategic statement is important in companies. **(10mks)**
2. Well made goals and objectives have some special features that position top companies in the competitive environment, discuss these features. **(5mks)**
3. Environmental scanning is a very important exercise for all the competitive companies, Explain the difference between internal analysis and external analysis of an environment and give the components of both environments as an example. **(10mks)**

**QUESTION TWO**

a)Define strategy formulation and explain the steps a competitive company will follow to formulate good strategies in a company. **(10mks)**

b)What are the main difference between strategy formulation and strategy implementation. **(5mks)**

**QUESTION THREE**

1. Define and explain the importance of Strategic leadership and show how strategic leaders influence the direction and leadership in an organization. **(10mks)**
2. Explain how a top manager can communicate the strategies implemented to the employees. **(5mks)**

**QUESTION FOUR**

An organization should position itself strategically to survive the harsh economic and business environmental conditions, explain how an organization can strategically place itself for future survival. **(15mks)**

**QUESTION FIVE**

1. Choose a competitive company of own and explain how the strategic managers in that company, engage themselves in ensuring that they have done a thorough SWOT analysis to enable them understand how the organization will be operating. **(10mks)**
2. Explain how a top manager can communicate the strategies implemented to the employees. **(5mks)**