

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**THIRD YEAR ………………… SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBC 2207: STRATEGIC MANAGEMENT**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

1. Give the broad definition of strategic management.
2. Briefly discuss the critical tasks of strategic management.

**QUESTION TWO (20 MARKS)**

Decisions facing businesses are strategic and deserve strategic management attention. Discuss the dimensions of strategic issues.

**QUESTION THREE (20 MARKS)**

1. What is a company’s mission?
2. What are the basic fundamental beliefs of an owner manager of a business.

**QUESTION FOUR (20 MARKS)**

Briefly discuss the major pillars of competitive advantage in business.

**QUESTION FIVE (20 MARKS)**

Explain the following concepts in business internal analysis:

1. Resource based view (RVB)
2. SWOT analysis
3. Value chain