



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION- JULY 2019

FOURTH YEAR FIRST SEMESTER SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF COMMERCE

BBA 400: BUSINESS POLICY AND DECISIONS

DATE: 22/7/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer question **ONE** (*Compulsory*) and any **other two** questions

1.
 - a) Industry competition is one main challenge that a business must counter for its ultimate survival. State and explain the Industry forces of competition as outlined by Michael Porter (12 marks)
 - b) Discuss the strategic management process (6 marks)
 - c) State and explain four types of resources that an organization may have (12 marks)
2.
 - a) Briefly discuss reasons why an organization will conduct a SWOT Analysis (10 marks)
 - b) Discuss business environments and the element in each environment (10 marks)
3.
 - a) Using relevant example to illustrate your answer, explain the strategy formulation process (12marks)

- b) Discuss the qualities of good organizational objectives (8 marks)
- 4. a) Discuss the evaluation process in the strategic management process.(10 marks)
- b) Briefly explain the components of the mission statement (10 marks)
- 5. a) Discuss the components of a Mission statement (10 marks)
- b) Discuss the strategy implementation process. (10 marks)