



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 outlines 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)