MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 400: BUSINESS POLICY

DATE: **TIME:**

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

1. Company XYZ is experiencing challenges in selling out its products due to stiff rules imposed by the regulators in the market place, high cost of production and the effect off counterfeit goods in the market place which are sold at cheaper prices. It has approached you for advice on the various strategies available for it to survive.

   a) Explain how the firm to counter competition Using **Michael porter's** generic competitive advantage strategies. (15 marks)

   b) Discuss the ultimate challenges a business must counter to guarantee its survival in the future (10 marks)

   c) Explain five types of resources that an organization may possess (5 marks)

2. a) Briefly discuss the term business Environment and its components (12 marks)

   b) Discuss the components of a good mission Statement (8 marks)

3. a) Discuss the Industry forces of competition as outlined by Micahael Porter (10 marks)

   b) State and explain the qualities of good organizational objectives (10 marks)

4. a) Discuss the evaluation process in the strategic management process (10 marks)

   b) Briefly explain the strategy implementation process (10 marks)

5. a) Distinguish between Mission, goals and objectives (12 marks)

   b) Discuss the process of strategy formulation (8 marks)