



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE

BBA 400: BUSINESS POLICY AND DECISIONS

DATE: 24/7/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

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

1.
 - (a) Briefly discuss the ultimate challenges that a business must counter for its future survival. (8 marks)
 - (b) Assume you are operating a food manufacturing firm which is facing stiff competition in the market. Using **Michael porter's** generic competitive advantage strategies, explain how these strategies can help your business to counter competition (12 marks)
 - (c) Discuss three levels of strategy (6 marks)
 - (d) Explain various types of resources that an organization may have. (4 marks)
2.
 - (a) Briefly explain the strategic management process. (10 marks)
 - (b) Discuss SWOT analysis in the context of the organizational environment (10 marks)
3.
 - (a) Discuss the Industry forces of competition as outlined by Micahael Porter (10 marks)

- (b) State and explain five 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 Vision, Mission and Goals. (10 marks)
 - (b) Discuss the strategy formulation process. (10 marks)