



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SECOND SEMESTER SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN AGRIBUSINESS

AGB 309: STRATEGIC MANAGEMENT

ATE: 26/7/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

1. Company ABC 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) Using **Michael porter's** generic competitive advantage strategies, explain how these can help the firm to counter competition (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 explain the strategic management process (12 marks)
 - b) Discuss four types of change that may face an organization (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 (12marks)
 - b) Discuss the concept of business life cycle (8 marks)