

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	:	BBM 3063
COURSE	:	STRATEGIC MANAGEMENT
SEMESTER/SESSION	:	2-2023/2024
DURATION	:	3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define strategic management. (2 marks)
- b) Describe **TWO (2)** importance of strategic management. (4 Marks)
- c) Discuss **FOUR (4)** connection between business and military strategies. (8 Marks)
- d) List **SIX (6)** reasons firms do not implement strategic planning. (6 Marks)

QUESTION 2

- a) Kareem and Jenelle recommend that organizations should carefully develop a written mission statement on four reasons. Describe that **FOUR (4)** reasons briefly. (8 Marks)
- b) Define **FOUR (4)** major components of an effective mission statement. (8 Marks)

QUESTION 3

- a) Discuss the PESTEL external forces that impact organizations. (12 Marks)
- b) Explain **THREE (3)** resource-based view approaches in relation to strategic management. (6 Marks)

QUESTION 4

- a) Explain the Boston Consulting Group (BCG) Matrix. (8 Marks)
- b) Using a BCG Matrix approach, describe **FOUR (4)** strategies that are recommended for a firm that is a weak competitor in a slow-growing market. Assume these strategies for a college or university. (8 Marks)

- c) TikTok is a powerful platform for businesses to reach their target audience. With over 1 billion active users, TikTok is a global platform that can be used to reach people of all ages and demographics. Illustrate **FOUR (4)** ways businesses can use TikTok to reach their target audience. (8 Marks)

QUESTION 5

- a) Describe **THREE (3)** strategy evaluation activities. (6 Marks)
- b) Explain **FIVE (5)** key components of a successful strategy evaluation process. (10 Marks)
- c) Explain **THREE (3)** benefits of evaluating business strategies. (6 Marks)

-----End of question-----

