



**KISII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**MASTER OF PHILOSOPHY IN BUSINESS ADMINISTRATION**  
**SECOND SEMESTER, 2021/2022**  
**(JUNE-SEPTEMBER, 2022)**

**MBAD 705: STRATEGIC MANAGEMENT**

**STREAM: Y1 S2**

**TIME: 3 HOURS**

**DAY: THURSDAY, 9:00-12:00 PM**

**DATE: 13/10/2022**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE and any other THREE Questions.***

**QUESTION ONE**

Using elaborate examples, examine the model of the strategic management process. (20 marks)

**QUESTION TWO**

- (a) Explain characteristics of strategic decisions. (10 marks)
- (b) Discuss the strategic management responsibilities of managers. (10 marks)

**QUESTION THREE**

Discuss five constraints and five selection criteria that managers take into consideration during strategy formulation in order to optimize the chances of achieving organizational objectives. (20 marks)

**QUESTION FOUR**

Examine the distinguishing characteristics between corporate level strategy and operational level strategy. (20 marks)

## **QUESTION FIVE**

Evaluate Kisii University (KSU) against the four generic building blocks of competitive advantage: efficiency, quality, innovation, and customer responsiveness. How does this help you understand the performance of KSU relative to its competitors? (20 marks)