



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

**FOURTH YEAR EXAMINATION FOR THE AWARD OF THE**  
**DEGREE OF BACHELOR OF EDUCATION ARTS**  
**SECOND SEMESTER, 2020/2021**  
**(FEBRUARY-MAY, 2022)**

**BUST 411: STRATEGIC BUSINESS MANAGEMENT**

**STREAM: Y4 S2**

**TIME: 2 HOURS**

**DAY: THURSDAY, 3.00-5.00 PM**

**DATE: 05/05/2022**

**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

**QUESTION ONE**

- Discuss the role of strategic management in a learning institution.  
(10marrks)
- Explain the social responsibility of a school setting to various stakeholders  
(10marks)
- Explain how strategy planners are able to assess the external environment in order to develop an effective competitive strategy in a school environment  
(10marks)

**QUESTION TWO**

Discuss briefly the major steps of strategic management process.  
(20marks)

**QUESTION THREE**

- Discuss the importance of marketing strategy to an entity. (10marks)
- Explain five important facts on the aims of environmental analysis.  
(10marks)

#### **QUESTION FOUR**

- a) Define and discuss various methods of environmental forecasting. (10marks)
- b) Explain the importance of organizational mission. (10marks)

#### **QUESTION FIVE**

- a) Elaborate five characteristics of a good objective of any organization. (10marks)
- b) In formulating a business strategy, the strategic manager is faced with a critical question in analyzing the environment. Identify and explain these critical issues. (10marks)