



**UNIVERSITY EXAMINATIONS**  
**PART – TIME EXAMINATIONS**  
**EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**BACHELOR OF EDUCATION (ARTS)**  
**LEVEL 1 BLOCK 2**  
**SESSION EXAMINATION 2021/2022**  
**[JULY, 2022]**

**BUST 411: STRATEGIC MANAGEMENT**

**STREAM: L2 B2**

**TIME: 2 HOURS**

**DAY: TUESDAY 8.30 AM – 10.30 AM**

**DATE: 5/07/2022**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper***
- 2. Instructions: Answer Question One and any other TWO questions.***

**QUESTION ONE**

- What is strategic management? Explain how strategic management is essential for an organization. (10marks)
- Explain how strategic management is different from operational management and long range planning. (10marks)
- Explain the role of a general manager in strategic management process. (5mks)
- Explain the elements of strategic management. (5marks)

**QUESTION TWO**

- Discuss the functions and models of strategic management.(10marks)
- What are the limitations of strategic management process? (10marks)

**QUESTION THREE**

- a) Discuss the role of board of directors in strategic management. (10marks)
- b) Explain the various qualitative and quantitative techniques of strategy review and control. (10marks)

**QUESTION FOUR**

- a) Discuss the various environmental factors which affect the business. (10marks)
- b) Explain the problems involved in strategy review and control. (10marks)

**QUESTION FIVE**

- a) Discuss the various factors which can be considered as strengths and weaknesses in organization. (10marks)
- b) Explain the role of leadership in strategy implementation.(10marks)