

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ARTS AGRIBUSINESS MANAGEMENT**

AGBM 451: STRATEGIC MANAGEMENT

STREAMS: AGBM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

Chuka University has appointed you as a member of the strategy formulation and implementation committee with the goal of drawing its strategic plan for the next five years.

As an expert in this area, respond to the following issues:

- (a) Illustrate the relationship between the university and its external environment and explain the significance of understanding the relationship. [8 marks]
- (b) The steps the university can follow in formulating the strategies that will guide in the implementation of the strategic objectives. [8 marks]
- (c) The factors that will shape the choice of strategy by the university. [8 marks]
- (d) The challenge the university anticipates in implementation of the formulated strategies. [6 marks]

QUESTION TWO

- (a) Explain the strategic approaches being adopted by public sector institutions for competitive advantage. [8 marks]
- (b) Explain why it is significant for an organization to match its competencies to strategy. [6 marks]
- (c) Discuss the contribution of a firm's situational analysis to the strategy development process. [6 marks]

QUESTION THREE

- (a) Corporate governance as a system of management has become critical in directing and controlling the activities and businesses of organizations. Explain the reasons for the growing interest in corporate governance by organizations in Kenya. [10 marks]
- (b) “Strategic plan is a working blueprint that threads together the aspirations and endeavors to meet the challenges of contemporary times”. Explain the advantages of a well-documented strategic plan to a firm. [10 marks]

QUESTION FOUR

- (a) Explain the characteristics of strategic decisions at the corporate and operational levels of strategy in an organization. [8 marks]
- (b) Environmental analysis is considered to be the most critical aspect in strategic management. Explain the main analytical tools used by managers in strategic management. [12 marks]
-