

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF SCIENCE IN  
AGRIBUSINESS MANAGEMENT**

**AGBM 823: STRATEGIC MANAGEMENT**

**STREAMS: MSC AGRIBUSINESS MANAGEMENT**

**TIME: 3 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**2.30 P.M. – 5.30 P.M.**

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**INSTRUCTIONS:**

- **Answer question one and any other two questions.**
- **Do not write on the question paper.**

**Question one**

(i) “Strategic management is a process that has a beginning a middle but without an end”  
Explain the steps involved. (10 marks)

(ii) Strategy deals with organizational objectives, its environments and resource deployment giving examples explain five ways in which strategy is of value to an agribusiness organization. (10 marks)

**Question two**

(i) Explain any five values of a mission statement to an agribusiness organization. (10 marks)

(ii) Analyse any five major information areas which a mission statement should contain. (10 marks)

**Question three**

You have been requested to formulate objective for an organization within the dairy sector.

(i) Explain five possible areas where you will formulate objective for the organization. (10 marks)

(ii) Explain the value of the Michael porter's theory of competitive analysis in relation to industry analysis. (10 marks)

**Question four**

(i) Explain the contribution of B.C.G growth share matrix as a strategy formulation approach for large diversified organizations. (10 marks)

(ii) Analyse any five strategies of implementing a functional organization structure. (10 marks)

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