



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS BACHALOR OF BUSINESS ADMINISTRATION

COURSE CODE: BBM 472

COURSE TITLE: BUSINESS POLICY AND STRATEGY

DATE: 23RD APRIL 2019

TIME: 11.00AM-1.00PM

INSTRUCTIONS TO CANDIDATES:

Instruction: Answer Question ONE and any other THREE Questions

Question 1

Business policies and strategy work together in organizations;

- a) Provide suitable definitions and meaning for the terms business policy, and strategy **[2 marks]**
- b) Three basic levels of strategy exists in organizations: explain **[3 marks]**
- c) Managers are constantly called upon to make decisions of all kinds; before they make this decisions, there must be policy to guide the decision making:
 - i] Describe the steps involved in framing Business policy. **[8 marks]**
 - ii] Explain the different factors which need to be considered before framing business policy. **[6 marks]**
 - iii] Describe different sources of Policy change. **[6 marks]**

Question 2

Examine the policy cycle and its stages **[15 marks]**

Question 3

Evaluate the steps involved in Strategic management planning process in an organization **[15 marks]**

Question 4

As a manager you will be tasked with the role of strategy crafting, choice and implementation: In order to gain a controlling interest anywhere in the supply chain, vertical and horizontal integration is key: discuss **[15 marks]**

Question 5

Organizations do not operate in isolation but interact with various environments; using a relevant Kenyan organization, discuss the industry environment using Michael Porters' Five Forces model of Industry Analysis and how the variables affect policy making in organizations **[15 marks]**

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