



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CPR 3106-1

**COURSE TITLE: STRATEGIC
MANAGEMENT**

DATE: 9TH DECEMBER 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Question ONE is compulsory
Answer any other TWO questions

*This paper consists of **Two** printed pages. Please turn over*

QUESTION ONE (20Marks)

- a)“Firms are observed to use TWO perspectives when going through the strategic management process of analysis.” Explain using examples. **(3 mks)**
- b)As a Public Relations manager at Maasai Mara University, you have been assigned the task of surveying the external environment affecting the higher education industry. Using examples, discuss the key areas you will consider. **(10 mks)**
- c) Describe the qualitative forecasting techniques in understanding your key publics. **(7 mks)**

QUESTION TWO (TOTAL 15 MKS)

Briefly explain the following. Use examples relating to the media or public relations industry;

- (a)** Economies of scale **(5 mks)**
(b) Strategy **(5 mks)**
(c) Scope **(5 mks)**

QUESTION THREE (TOTAL 15 Marks)

- a)What do you understand by the term *Mission statement*? **(5 mks)**
- b)Explain any FIVE elements of a mission statement **(10 mks)**

QUESTION FOUR (15 Marks)

- a)Define the concept of *Strategic Business Units* (SBUs) as relates to the media industry. Use examples. **(5 mks)**
- b)Discuss the role of leadership of leadership in strategy implementation **(10 Marks)**

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