



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
marks]

[15

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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