



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHALOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 472**

**COURSE TITLE: BUSINESS POLICY AND STRATEGY**

**23<sup>RD</sup> APRIL 2018**

**TIME: 0830 - 1030HRS**

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**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 policy **[3 marks]**
  - b) Three basic levels of strategy exists in organizations: explain **[6 marks]**
  - c) Advise your organization on the significance of strategies **[4 marks]**
  - d) Managers are constantly called upon to make decisions of all kinds; evaluate with examples these types of decisions **[12 marks]**
- Question 2** Discuss the issues that a manager would be concerned with in corporate governance **[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:
- a) Elaborate the conditions under which firms adopt stability strategies **[7 marks]**
  - b) In order to gain a controlling interest anywhere in the supply chain, vertical and horizontal integration is key: discuss **[8 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 of Industry Analysis and how the variables affect policy making in organizations **[15 marks]**
- Question 6** Discuss how the government and demographic environments might affect policy making in organizations **[15 marks]**

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