



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

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**MAY- AUGUST 2021**

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**SCHOOL OF BUSINESS**

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**DEPARTMENT OF GRADUATE BUSINESS STUDIES**

**REGULAR PROGRAMME**

**CMM 703: RESEARCH SEMINAR IN STRATEGIC MANAGEMENT**

**Date: AUGUST 2021**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer ANY THREE Questions**

1. Identify and explain any **FOUR** analytical Models applicable for Strategic Analysis research today. Illustrate clearly how they are applicable in the current operating business environment. **(20 Marks)**
2. Choose any firm and illustrate how Michael Porter's Generic Strategies are applicable in the Current research . **(20 Marks)**
3. Strategic Management plays a crucial role in achievement of firms Goals and Objectives.Explain the benefits of crafting a good strategy towards Organizational Excellence using the current research tools . **(20 Marks)**
4. (a) Explain the Concept of a Firm "being stuck in the middle" **(5 Marks)**  
(b) Illustrate **FIVE** ethical issues a researcher would consider in carrying out any Management Research. **(5 Marks)**  
(c ) Explain the steps a researcher would follow in conducting any Qualitative Research **(5 Marks)**  
(d) Discuss Empirical citing its Merits and Demerits in Modern Research **(5 Marks)**