



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**CITY CAMPUS**

P.O. Box 62157  
00200 Nairobi - KENYA  
Telephone: 891601-6  
Fax: 254-20-891084  
E-mail: academics@cuea.edu

**MAIN EXAMINATION**

**JANUARY – APRIL 2015 TRIMESTER**

**FACULTY OF COMMERCE**

**MBA PROGRAMME**

**CMM 520: STRATEGIC MANAGEMENT**

**Date: APRIL 2015**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. Present a paper to the MBA class 2015 entitled “The significance of the process of strategic planning to university management using THREE models of strategic management” **(30 marks)**
- Q2. The chairman of East African Breweries requests you to guide his management on growth strategic option open for their business to consider during the crafting of their 2015-2020 strategic management plan, what would be in your notes? **(12 marks)**
- Q3. In a discussion with the Strategic Director of a manufacturing concern in Kenya, the business leader hints to you that competitive factors have moved the company to consider implementing cost leadership strategy. What issues do you think he will have to deal with in the process of implementing the strategy? **(15 marks)**
- Q4. Propose an ethics theory that would explain an ethical programme being implemented in an organization best known to you and advantages ethics brings to that organization. **(15 marks)**

**\*END\***