



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

EVENING PROGRAMME

CMM 611: GLOBAL STRATEGIC MANAGEMENT

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Provide a justification to Coca Cola inc. why it would be necessary for it to use Global strategic management principles in its business and demonstrate how this strategic would show write up of to be presented to the MBA class of 2016 entitled "meaning of strategic management and its components" the case of a manufacturing company **(30 Marks)**
- Q2. A French Fashion house has retained you as its consultant for its business in Africa .You are required to explain to its board the social- cultural factors that would support its business in Nairobi. What would your brief contain? **(15 marks)**
- Q3. If you were to advice Unilever, a multinational Company operating worldwide what structural options are available to it to run its business, what would your advice be. **(15 Marks)**
- Q4. Present to a global company the competitive strategic options available to use in its business in the coming years 2017 onwards. **(15marks)**

END