



# 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 2017 TRIMESTER**

**FACULTY OF COMMERCE**

**EVENING PROGRAMME**

**CMM 611: GLOBAL STRATEGIC MANAGEMENT**

**Date: APRIL 2017**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer question one and any other two questions**

- Q1. Present a rationale for use of strategic management principles in a global context using an example of a company you know well. Provide a description of the global strategy of the company you have chosen. **(30 marks)**
- Q2. Provide a well reasoned advice on how Coca Cola will choose to enter any foreign market it has not entered to date. **(15 marks)**
- Q3. If you were retained as a consultant for a global company to help it structure itself to meet business success on the global scene what opinion would you offer to them. **(15 marks)**
- Q4. Any company aiming to succeed in global business must take into account ethics. Argue this using the case of a manufacturing company **(15 marks)**

**\*END\***