



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**MAY – JULY 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**EVENING PROGRAMME**

**CMM 414: STRATEGIC MANAGEMENT**

**Date: JULY 2016**

**Duration: 2 Hours**

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

- Q1. a) Discuss the contribution of each of the various levels of strategic management processes in organizations. **(15 marks)**
- b) Discuss the main areas one need to address in the process of strategy implementation. **(15 marks)**
- Q2. Discuss the importance of environmental analysis in an organization of your choice. **(20 marks)**
- Q3. In relation to business strategy and using a company of your choice discuss the provision of Michael Porters FIVE forces model and its relevance to firms that operate in different industries in Kenya today. **(20 marks)**
- Q4. The Catholic University of Eastern Africa has approached you to help achieve its objectives on various areas of strategic management. What are some strategy formulation constraints are you bound to face? **(20 marks)**

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