



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

MBA REGULAR PROGRAMME

CMM 520: STRATEGIC MANAGEMENT

Date: DECEMBER 2016

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. “Weak leadership can wreck the soundest strategy; forceful execution of even a poor plan can often bring victory.” Do you agree with this statement? Explain.
- Q2. Explain the concept of “strategic aggressiveness” and comment on its significance in understanding organizational adaptation to its environment.
- Q3. “Deliberate and emergent strategies may be conceived as two ends of a continuum along which real – world strategies lie”, (mintzberg, 1985), Elaborate this statement.
- Q4 Strategic analysis, strategic choice and strategy implementation are three basic elements in the strategic management process. Are these elements applicable in all types of organizations? Justify your answer.
- Q5. Discuss the concept of Strategic Fit of businesses in a diversified company and explain the strategic options available for dealing with misfit businesses.

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