



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY - APRIL 2015 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

CMM 414: STRATEGIC MANAGEMENT

Date: JULY 2015

Duration: 2 Hours

INSTRUCTIONS: Answer QUESTION ONE AND ANY OTHER TWO Questions

- Q1. How do you propose Action Aid would draft a strategic plan and if requested to provide a critique of the plan that would be developed what issues would you bring out (highlight). **(30 marks)**
- Q2. Think of a hypothetical company in any industry of your choice and provide 5 sample mission statements. Show that these statements are significant to that company on many fronts (for many reasons). **(20 marks)**
- Q3. If you were tasked with a responsibility of explaining to Catholic University of Eastern Africa council members what they should stress during implementation of cost leadership strategy, what would be in your brief? **(20 marks)**
- Q4. A group of female teachers have requested you to review their table banking business which has been running now for four years. Draft how you would carry out the exercise and present it to their board. **(20 marks)**

END