



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / EVENING / ODEL PROGRAMME

CMM 414: STRATEGIC MANAGEMENT

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Show that strategy in an organization you are familiar with and is quoted in Nairobi Stock exchange or registered in any jurisdiction would gain from application of strategic of principles. **(10 marks)**
- b) In your opinion, is strategic planning responsible for all success realized in the chosen company **(6 marks)**
- c) Propose a process that the mentioned company would have gone through to craft the strategic plan they are using now. **(14 marks)**
- Q2. Suppose the MBA class of 2018 asks to explain to them with examples what contribution a mission statement would confer on Catholic University of Eastern Africa what would you suggest?. **(20 marks)**
- Q3. General Motors inc. would like to implement cost leadership strategy to respond to new players entering the car market in East Africa guide the strategy team on the issues it should pay attention to. **(20 marks)**
- Q4. You have been retained by Unilever inc. a management consultant to profile specific contribution ethical management of the firm. You want to suggest that there will be a challenge to the CEO in defining ethics. what would your notes contain? **(20 marks)**

END