



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / EVENING / ODEL PROGRAMME

CMM 414: STRATEGIC MANAGEMENT

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Show that strategy is a process that though limited has positive influence (significance) in the performance of performance of service organizations. **(30 marks)**
- Q2. If Kenya Airways were to request you to detail its management on possible means of implementing a strategy that would impact on prices of its services making it a competitive airline what would your report contain? **(20 marks)**
- Q3. How would the management of Catholic University of Eastern Africa use analysis to improve the performance of the institution. **(20 marks)**
- Q4. Support the strong push of the Kenya Government against Corruption by explaining what Hilton Hotels International Ltd. would get from the practice of well written down ethical rules. **(20 marks)**

END