



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

REGULAR PROGRAMME

MPM 516: STRATEGIC MANAGEMENT

Date: APRIL 2019

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. a) Discuss why strategic management is important to practicing managers. **(5marks)**
b) Elaborate why the scope of strategic management has widened in the modern management practice. **(10marks)**
- Q2. Strategic management skills involves thinking about all possible ways that project goals or targets might be achieved and then setting a course that has the best chances of success. Strategists require a number of skills in order to achieve the above stated aim. Elaborate citing examples **(15 marks)**
- Q3. Discuss how a manager of a multi national corporation subsidiary in a developing country like Kenya reacts to political changes ,cultural diversity ,customer preference and trade union demands. **(15marks)**
- Q4. “The structure needs a clear aim as it is formed in order to implement the strategy”. The strategy therefore becomes the purpose of the structure. Using clear examples and cases critically examine the validity of the statement. **(15arks)**
- Q5. You have been approached by the management board members of Kenya Airways to guide them through a presentation on some of the strategies that the company can use to compete in turbulent markets .Go ahead and deliver the presentation on the strategies citing examples **(15marks)**

- Q6. Discuss the key strategic competitive building blocks that can be used by companies in the telecommunication sector in Eastern Africa to help them sustain their profit making goal. Cite examples. **(15 marks)**

END