

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 313

COURSE TITLE: BUSINESS POLICY AND DECISION MAKING

DATE: 03/02/2021

TIME: 11.00AM – 1.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

- (a) Given below is an extract from the literary supplement of a leading newspaper :
An imprint of one's own

"Earlier, Publishing houses, focusing on writing by women and books on women-oriented subject, might have been inconceivable. But now such Publishing houses, mostly with a distinct feminist slant to what they publish, have become a reality worldwide. Virago, Women's Press, Kali for Women, Street, Labyrinth, Attic Press, Minnesota Women's Press, Street Women Press etc., have not only given women a voice long due to them, but have also earned themselves a respectable position in the Publishing Industry. In fact, Seagull Bookstore is possibly the only bookstore in the city of Kolkata that has a separate shelf for books on "gender". Seagull Bookstore has translated a lot of Mahasweta Devi's works into English, which have reached many people all over the world."

Which strategy was used in the above case? (10mks)

- b). Explain why the BCG Matrix portfolio analysis tool is applied in business (10mks)
c). A corporation's directional strategy is composed of three general orientations (sometimes called grand strategies). Enumerate the characteristics of each grand strategy (10mks)

QUESTION TWO

- a). Differentiate between policy and strategy (10mks)
b). A mission statement defines the basic reason for the existence of that organisation. What are the salient characteristics of a mission statement (10mks)

QUESTION THREE

Using an organization of your choice identify it's

(20mks)

- a). Strengths
b). Weaknesses
c). Threats
d) Opportunities

QUESTION FOUR

a). Using an organization of your choice identify the characteristics of its chief executive officer that have contributed to the high level of success of the company (10mks)

b). Using Michael Porters approach to competitive analysis discuss the barriers to freedom of entry (10mks)

QUESTION FIVE

a). Explain the purpose of policies in an organization

(10mks)

b). Discuss the triggering events for strategy formulation in an organization (10mks)