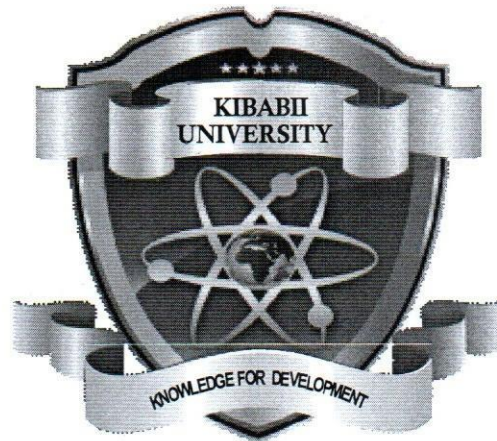


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER

### MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS  
MANAGEMENT

COURSE CODE: **BBM 313**

COURSE TITLE: **BUSINESS POLICY AND  
DECISION MAKING**

**DATE: 19/05/2022      TIME: 2.00 – 4.00PM**

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#### INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

KIBU observes **ZERO** tolerance to examination cheating

### **QUESTION ONE**

As a future manager who intend to start your own companies/corporations for self-employment as well as creating employment for others in your region:

- a). Formulate a name for your organization (4 marks)
- b). Formulate a mission statement for your organization (5 marks)
- c). Indicate any three objectives/goals for your organization (3 marks)
- d). What is the procedure for strategic decision making? (8 marks)
- e). Policies are statements of the organization framed in light of its objectives in the various areas with which its operation are concerned - personnel, finance, and production, marketing etc. what are the salient characteristics of policies (10 marks)

### **QUESTION TWO**

- a). Using an organization of your choice identify it's
  - i). Strengths
  - ii). Weaknesses
  - iii). Threats
  - iv) Opportunities (10 marks)
- b). Identify the key elements in developing and formulating a master strategy (10 marks)

### **QUESTION THREE**

- a). Differentiate between strategy formulation and strategy implementation (10 marks)
- b). Discuss Porters generic strategies and explain conditions favoring pursuit of each of the strategies (10 marks)

### **QUESTION FOUR**

- a). Whereas strategic management is suggested as the most appropriate approach to organizational management, it has its inherent weaknesses. Assess the limitations of strategic management in line with an organization of your choice (10 marks)
- b). Clearly discuss the principal components of a good Mission Statement (10 marks)

### **QUESTION FIVE**

- a). The existence of a policy can only be justified if it leads to the achievement of the organization's objectives. How do policies and procedures help in strategy implementation? (10 marks)
- b). Discuss the sources of barriers to entry into an industry according to Porter (10 marks)