



UNIVERSITY EXAMINATIONS
MAIN EXAMINATION
2022/2023 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER

**FOR THE DEGREE OF MASTER OF SCIENCE IN HUMAN
RESOURCE MANAGEMENT**

COURSE CODE: HRM 823

COURSE TITLE: BUSINESS POLICY AND STRATEGY

DATE: 08/02/2023

TIME: 9.00AM-12.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **40 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 3 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- a. What are the six key aspect of a business strategy (10 marks)
- b. What is the difference between operational and strategic control process (10 marks)
- c) At what stage do you need policy formulation (10 marks)
- d) Imagine you were a manager in a company during Covid 19 period when everything stopped. What measures could you put in place when the Covid perid was over to make the company back to its feet (10 marks)

QUESTION TWO

- a. Explain the four types of strategic control (10 marks)
- b. What is Business Policy? (10 marks)

QUESTION THREE

- a. State and explain five strategies of strategic management process? (10 marks)
- b. Explain Five (5) successful strategic formulation? (10 marks)

QUESTION FOUR

Explain the meaning of strategy and its importance to any organization? (20 marks)

QUESTION FIVE

- a. What are some of the strategic management approaches? (10 marks)
- b. What are considerations in Policy formulation? (10 marks)