|  |
| --- |
| AIT Letter head |

**PART A**

**ANSWER THREE QUESTIONS FROM THIS SECTION**

**Question 1**

1. You have been called to give a talk on formulation of strategy, explain in detail the components of strategy formulation. Explain any 5 relevant points essential to your presentation using a suitable example.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Corporate strategies | **Blooms Designation**  **AP** | **Score**  **7** |

1. Most strategies are bound to fail if proper care is not taken, to ensure that strategies remain on course. Using a suitable example discuss in detail five various factors to be considered when implementing a global strategy.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Global business strategy | **Blooms Designation**  **CR** | **Score**  **7** |

1. Most organizations seem not to understand the need for strategy evaluation. Using a suitable example explain the relevance of competitor strategy evaluation and the benefits to be derived from strategy implementation.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Industry and competitor analysis | **Blooms Designation**  **CR** | **Score**  **6** |

**Total = [20 Marks]**

**Question 2**

1. Why should a bank pursue a stability strategy, explain the situations that calls for stability strategy and discuss the reasons for the adoption of stability strategy in the banking sector?

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Restructuring businesses | **Blooms Designation**  **AP** | **Score**  **7** |

1. Melcom has of late been recording low sales and low patronage. Discuss in in detail the major strategy options available to Melcom and assess the viability of each option.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Corporate strategies | **Blooms Designation**  **AP** | **Score**  **7** |

1. Two students from AIT level 300 are at confused with the difference between divestiture and Divestment, explain to them the difference between the two words with suitable examples.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Global strategies | **Blooms Designation**  **AP** | **Score**  **6** |

**Total = [20 Marks]**

**Question 3**

1. Why should a bank pursue a merger strategy, explain the situations that calls for merger strategy and discuss the reasons for the adoption of merger strategy in the banking sector?

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Restructuring businesses | **Blooms Designation**  **AP** | **Score**  **7** |

1. Danadams has of late been recording low sales and low patronage. Discuss in in detail how swot analysis can be used to revive the fortunes of the company

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Industry and competitor analysis | **Blooms Designation**  **AP** | **Score**  **7** |

1. Two students from AIT level 300 are at confused with the difference between Conglomerate and amalgamation, explain to them the difference between the two words with suitable examples.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Restructuring businesses | **Blooms Designation**  **AP** | **Score**  **6** |

**Total = [20 Marks]**

**Question 4**

1. AIT plans on citing a new campus in Tema, List and explain the Environmental factors that can affect an organization’s Strategy.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Business environment | **Blooms Designation**  **AP** | **Score**  **7** |

1. How would you analyse Competitive Environment?Provide your answers using a suitable example

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Global strategies | **Blooms Designation**  **AP** | **Score**  **7** |

1. The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. —Discuss.

|  |  |  |
| --- | --- | --- |
| **Major Topic**  Strategy development, implementation and monitoring | **Blooms Designation**  **AP** | **Score**  **6** |

**Total = [20 Marks]**

**]**