

UGANDA MARTYRS UNIVERSITY, NKOZI/LUBAGA  
CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND  
MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCE

BAM 3 & BSC ACC & FIN 3 SEMESTER TWO 2022/2023

COURSE UNIT: BUSINESS POLICY/STRATEGIC  
MANAGEMENT

DATE: Monday, 15th May 2023

Time allowed: 9:30am -12:30pm

Instructions to Candidates:

Read the following before answering the examination questions.

1. Do not write anything on this question paper.
2. Write neatly and show all workings clearly.
3. Start every question on a new page
4. Clearly state the question number & sections attempted.
5. Answer any four questions, Question **1 is compulsory**.  
All questions carry equal marks.
6. Credit will be given to clarity and use of relevant examples.

✓ Question One

Draft a conceptual framework/model for creating a strategic plan for any company/public entity.  
(25 marks)

✓ Question Two

- a) As a new graduate of Uganda Martyrs University, explain how you would do a Self SWOT Analysis in order to acquire a good job in the labor market (10 Marks)
- b) What strategies would you use to remain competitive in the global labor market? (15 Marks)

✓ Question Three

- a) Illustrate the major phases involved in the strategic management process? (10 marks)
- b) Use relevant example, explain what steps you would take in the evaluation of an implemented strategy.  
(15 marks)

Question Four

- a) Explain, what is business policy implementation in organization?(5 Marks)
- b) Define, in your own words, the concept Business Policy'(5 Marks)
- c) Explain, why would an organizations Create Business Policies? (5 Marks)
- d) State the major differences between a policy and a strategy (10 Marks)

Question Five

- a) In what way(s) does the function of management relate to implementation of business policy in an organization? (12 marks)
- b) Policy comes to form one of the structures of organization. Discuss (13 Marks)

Question Six

- a) Describe the criteria and steps involved in formulation of strategy (10 Marks)
- b) Explain, how do managers use the BCG Matrix/Model in a strategic position to gain competitive edge in business? (15 Marks)

GOOD LUCK