

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