

UGANDA MARTYRS UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT

BUSINESS POLICY
Examination

2013 - 2014

BAM III – NKOZI Campus

Date: Tuesday 17th December 2013

Time: 2.00 pm to 5.00 pm

Answer Question 1 (Section A) and any other 3 questions from Section B.

Section A: Compulsory question to be answered by all students (40 marks)

(Estimated time: 1 hour)

1. Outline and discuss the elements that make a good strategic plan and advise Kampani Empya Ltd on how to go about making their strategic plan so that it can be used as a tool for implementing the mission, vision, goals and objectives of the new company guided by their core values.

Section B: Answer any 3 questions (Estimated time: 40 minutes for each question)

2. It has been claimed that the purpose of the external and internal environmental analysis is to help an organization to match its capabilities or competences with the external opportunities. Discuss this statement and show the extent to which you agree or disagree with it and explain how the matching of the external and internal environment can be taken advantage of (20 marks).

3. Outline and explain 4 different types of strategies and discuss the circumstances under which each of these strategies can be used (20 marks).

4. Compare and contrast what is meant by "intended" and "emergent" strategies and discuss their importance to an organization in its strategic planning (20 marks).

5. Discuss Michael Porter's Five Competitive Forces. Explain how each of these 5 Forces can affect a company and indicate how a company should handle each of the Forces (20 marks).

6. Discuss the role of "policies", "procedures", "manuals" and "work plans" in strategic management (20 marks).

CONGRATULATIONS FOR COMPLETING THE BUSINESS POLICY EXAM