

UGANDA MARTYRS UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT

BUSINESS POLICY
Examination

2015 – 2016
1st SEMESTER EXAM

BAM III

Date: 28th November, 2015

Time: 2.00 am to 5.00 pm

Instructions

1. **Do not write anything on the question paper**
2. Read the questions carefully. Attempt **Only Four** questions.
3. Ensure that your work is **clear** and **readable**
4. No names should be written the examination book.
5. Ensure your **Registration No.** is properly written and indicated on all pages of the answer book.
6. Any type of examination **Malpractice** will lead to automatic disqualification

Question 1:

a. , Explain what is strategy? **(10 marks)**

a. Illustrate how information systems and environmental scanning benefit strategic managers in business? **(15 marks)**

Question 2

a. Explain what is Strategic management? **(10 marks):**

b. What is a business hierarchy? Show how corporations can use business level strategies and functional/operational level strategies to achieve synergy? **(15 marks)**

Question 3:

a. Describe key strategies and steps a leader should take to formulate, implement, monitor and evaluate school rules and policies effectively **(10 marks).**

b. What advice would you give to help corporate managers change a poor organization culture and turn it into strengths **(16 marks)**

Question 4:

a. Explain why these tools PEST and EPISTEL are important to environment scanning and industry analysis? **(11 marks)**

b. Describe how a business manager can utilize cost leadership and focus strategy to attain a high competitive advantage **(14 marks)**

Question 5:

c. Explain what is the difference between a mission statement and vision statement **(13 marks)**

d. Describe the SIX features of an effective vision statement **(12 marks)**

Question 6:

a. Describe how young entrepreneurs can use Porter's Model to achieve competitive advantage in a global market? **(10 marks)**

b. Explain what is the social responsibility of corporate governance?**(15 marks)**