

UGANDA MARTYRS UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCES
QUOTA ONE 2018/19 FINAL EXAMINATION

BAM 3 Lubaga Evening

COURSE UNIT: **Business Policy**

DATE: **Monday, 10th December 2018**

TIME ALLOWED: **04:00pm – 07:00pm**

Instructions to Candidates:

Read the following before answering the examination questions.

1. Do not write on the question paper.
2. **Question One is compulsory**
3. Attempt **Four (4) Questions** in total
4. Question numbers should be clearly indicated.
5. Credit will be given for clarity and use of relevant examples

QUESTION ONE (COMPULSORY)

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

QUESTION TWO

Very soon, you will be an alumnus of Uganda Martyrs University and looking for jobs. As a student of business policy, carry out a SWOT analysis of yourself and then design strategies that will help you acquire a job and remain competitive in the labour market until you decide to retire. (25 marks)

QUESTION THREE

One of the key phases involved in strategic management process is the monitoring, evaluation and control. Discuss the steps one would take in the evaluation of an implemented strategy. (25 marks)

QUESTION FOUR

In one of the discussions students organized in preparation for this exam, a student was heard saying it was not important for managers to carefully consider the type of organization structure as a necessity for successful strategy implementation. As a student who has regularly attended strategic management classes, what is your take on this assertion? (25 marks)

QUESTION FIVE

Formulating an effective corporate strategy requires a critical review of an organization among other things. By making use of any one model known to you, discuss how one would carry out an internal evaluation of a company. (25 marks)

QUESTION SIX

Discuss the BCG Matrix/Model and how it helps managers and administrators to identify the strategic position of the business and its potential. (25 marks)

QUESTION SEVEN

Porter's five forces Model is an analysis tool that uses five industry forces to determine the intensity of competition in an industry and its profitability level. Discuss the applicability of this model to Uganda Martyrs University. (25 marks)

GOOD LUCK