

# UGANDA MARTYRS UNIVERSITY

## FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

### CODE: 314 BUSINESS POLICY EXAM

#### BBAM III

**DATE: 4.12.2014**

**Time allowed: 3 hours:**

#### **INSTRUCTIONS TO CANDIDATES:**

Read the following before answering the examination questions.

- a) Do not write anything on this question paper.
- b) Answer question **ONE** in Section A **and** any other **THREE** questions from Section B.
- c) Begin a new number on a fresh page
- d) Credit will be given for use of relevant examples and illustrations
- e) The content and quality of discussion in each answer will be taken into account.
- f) Mobile phones are **NOT** allowed in the examination room

## **SECTION A**

### **Question 1 (Compulsory Question)**

One of your friends has just completed a course in Business Policy at Makerere University Business School and feels very knowledgeable in matters relating to Business Policy. Both of you have been hired to work with a reputable organisation in Kampala. The Managing Director has called both of you to her office and asked for advice relating to Strategic Planning. She wants to know at what level of the organisation the Strategic Plan should be prepared and who should make strategies for all levels of the organisation. Your friend advises her that Strategic Plans are made at the highest level of the organisation and that the Senior Management of the organisation has to prepare the plan and come up with strategies that will apply to all levels of the organisation. The Managing Director asks for your opinion on this.

Explain to the Managing Director what the contents of a Strategic Plan are and at what level or levels of the organisation strategies are made. You should also advise the Managing Director on how she should go about making a Strategic Plan for her organisation. **(40 Marks)**

## **SECTION B (Answer 3 Questions from this Section)**

### **Question 2**

Businesses need to match the external environment with the internal environment in analysing the opportunities available and deciding on whether to take advantage of the opportunities or not. Outline and discuss four (4) tools for internal environmental analysis that can be used in matching the external opportunities with the internal environment of the business and deciding on which opportunities to take advantage of. **(20 Marks)**

### **Question 3**

Fena Tulambule is a multinational company with branches all over the world but wishes to increase its presence in East Africa by opening a regional office in Uganda. This is mainly because Uganda is the Pearl of Africa, Gifted by Nature and also the number one investment destination in East Africa.

Fena Tulambule has been advised that the company needs to make an environmental analysis of the situation in Uganda before making an informed decision as to whether to invest in Uganda or not. Fena has hired you as a consultant to advise the company on this analysis. Outline and explain two major tools that you would recommend the company to use in this external situational analysis. (20 Marks)

#### **Question 4**

Differentiate between the following terms as used in Business Policy

- a) Vision and Mission (5Marks)
- b) Objectives and Goals (5Marks)
- c) Policies and procedures (5Marks)
- d) Strategies and tactics (5 Marks)

#### **Question 5**

You have been invited to an interview for a management position in an international organisation. You are asked to prepare a presentation on the strategy implementation as part of your interview.

Outline the requirements for strategy implementation and explain whether having a good strategic plan is sufficient for the satisfactory implementation of the strategic plan. (20 Marks)

#### **Question 6**

Decision making is one of the vital processes in business policy. Managers need to make decisions as quickly as possible but these decisions at times pose catastrophic implications.

Prepare a response to this statement and describe the steps managers need to take to make sure that they arrive at decisions that will promote the mission and vision of the business and that are in line with the core values of the organisation. (20 Marks)

**CONGRATULATIONS ON COMPLETING THE EXAM**