

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MICROFINANCE

BA MICROFINANCE YEAR III QOUTA THREE 2018/19

COURSE UNIT: STRATEGIC MANAGEMENT

DATE: Wednesday, 7th August 2019

Time allowed: 4:00pm – 7:00pm

Instructions to Candidates:

Read the following before answering the examination questions.

Do not write anything on this page

Attempt any 4 questions

Untidy work will be penalized

1. (a) What is the relevancy of strategic management to any organisation you know? (20 Marks)
(b) Define Mission and Vision. (5 Marks)
2. (a) Discuss Michael Porter's 5 Forces as used in the analysis of external environment of an organisation. Citing relevant examples is an added advantage. (20 Marks)
(b) What is value chain analysis? (5 Marks)
3. (a) Examine the significance of Mickey's 7s Model to any MFI during strategic planning. (15 Marks)
(b) With examples define SWORT analysis and discuss its importance? (10 Marks)
4. (a) Strategic Management deals with 3 elements formulation, implementation and evaluation. Do you agree? Support your answer. (15 Marks)
(b) Strategic planning deals with partially with analysis of external environment, in your view discuss the five ways of analyzing this environment? (10 Marks)
5. (a) Using the knowledge you have acquired and using your own experience, examine the characteristics of a good strategic plan. (15 Marks)
(b) During strategy formulation, all objectives must be SMART. Support and explain this statement. (10 Marks)
6. Examine the critical success factors of any MFI that you know while citing examples. (25 marks)