

# UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

## FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

### BUSINESS POLICY EXAM SPECIAL/SUPPLEMENTARY EXAMINATION

BAM III

DATE: 12<sup>th</sup>/08/2015

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)**

The Managing Director of the company that you are working for would like to have a Strategic Plan drawn up for the company. Up to now there has been no formal written Strategic Plan. He asks you to write a report briefing him on the importance of having a formal Strategic Plan and on the main elements of a Strategic Plan and how he can go about drawing the Plan for the company.

#### **Required:**

Prepare a well reasoned report to guide the Managing Director as requested above.

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

### **Question 2**

- a) Explain the importance of an Action Plan **(8 Marks)**
- b) Discuss the main elements of an Action Plan and the role each element plays in the implementation of a Strategic Plan **(12 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 internal environmental analysis of the situation in the company before making an informed decision as to whether to invest in Uganda or not. Outline and explain three (3) major tools that you would recommend the company to use in this internal situational analysis. **(20 Marks)**

### **Question 4**

Outline and discuss the different methods used for external environmental analysis and the significance of this analysis to an organisation. **(20 Marks)**

### **Question 5**

“Preparing a good implementation strategy or plan is an excellent idea if the strategic plan is to be implemented properly. However, one must also have a good monitoring, measuring, evaluating and control mechanism if one is to ensure that the goals and objectives of the organisation are achieved using the strategies selected by the organisation.”

Discuss the above statement and highlight the role of “monitoring”, “measuring”, “evaluating” and “controlling” performance in the course of implementing a strategic plan. **(20 Marks)**

### **Question 6**

Uganda Martyrs University drew up a 10 year Strategic Plan for the period 2010-2020. This plan was initially drafted by the MBA students and discussed at different levels of the University. A Task Force was set up to make the final draft of the Strategic Plan with the input of all relevant stakeholders. This plan was eventually approved by Management, the Governing Council of the University and the Uganda Episcopal Conference. The plan has been in operation for 4 years and the newly appointed Vice Chancellor is wondering what strategies could help to move the University forward so that it becomes a true centre of excellence in providing University education.

#### **Required**

Prepare a report for the Vice Chancellor recommending strategies that would make Uganda Martyrs University a true centre of excellence in providing University education. The explanations and reasons for the recommending those strategies should be clearly spelt out in the report. **(20 Marks)**

**CONGRATULATIONS ON COMPLETING THE EXAM**