



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : BCS 3773

COURSE : BUSINESS STRATEGY

SEMESTER/SESSION : 2 - 2024/2025

DURATION : 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define strategic planning and action plan. (2 marks)

- b) Outline **THREE (3)** benefits of strategic planning. (3 marks)

- c) SWOT is used to evaluate the Strengths, Weaknesses, Opportunities, and Threats.
 - i) Define SWOT analysis. (2 marks)
 - ii) Demonstrate **THREE (3)** reasons why need to conduct SWOT analysis. (6 marks)

- d) Give **THREE (3)** reasons why need to create an action plan? (3 marks)

- e) List **FOUR (4)** advantages of informal planning. (4 marks)

QUESTION 2

- a) Describe **FOUR (4)** key aspects of organic growth. (8 marks)

- b) Present **FOUR (4)** advantages of organic growth. (4 marks)

- c) Compare licensing and franchising. (4 marks)

- d) Franchising offers a symbiotic relationship where both the franchisor and franchisee can achieve their respective goals and expanding the business. Demonstrate **THREE (3)** advantages to franchisor and franchisee. (6 marks)

QUESTION 3

- a) List **THREE (3)** advantages and disadvantages of licensing. (6 marks)
- b) Differentiate between merger and acquisition. (4 marks)
- c) Explain market penetration strategy. (5 marks)
- d) Give **THREE (3)** types of intensive growth strategies. (3 marks)

QUESTION 4

- a) Demonstrate **FIVE (5)** steps in the Strategic Implementation Process. (10 marks)
- b) Examine **FIVE (5)** key components to successfully implement any strategy. (10 marks)
- c) Define resource allocation. (1 marks)
- d) Give **THREE (3)** types of resources. (3 marks)

QUESTION 5

- a) Apply **THREE (3)** Cs in implementing strategies. (6 marks)

- b) Indicate **THREE (3)** advantages of an effective strategy implementation process. (3 marks)

- c) Give **THREE (3)** resource allocation methods. (3 marks)

- d) Present **FOUR (4)** benefits of resource allocation. (4 marks)

----- End of question -----