

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF HUMAN CAPITAL MANAGEMENT**

**STRATEGIC MANAGEMENT (HCM401/BS 443)**

**DURATION: 3 HOURS**

**OCT 2024**

**INSTRUCTIONS TO CANDIDATES**

Answer **ANY FOUR** questions

**INFORMATION FOR CANDIDATES**

No unauthorized material or items should be brought into the examination room.

**QUESTION ONE**

Discuss any four theories that helps in understanding strategic management. [25 MARKS]

**QUESTION TWO**

Outline the Benefits of vision and mission statements in an organization. [25 MARKS]

**QUESTION THREE**

Write notes on the following theories and models.

- |   |           |
|---|-----------|
| a. The Five Forces Model of Competition | [6 MARKS] |
| b. The Balanced Scorecard Model         | [7 MARKS] |
| c. The Value Chain Analysis             | [6 MARKS] |
| d. The McKinsey 7S                      | [6 MARKS] |

**QUESTION FOUR**

What are the factors that affect strategy implementation in an organization? [25 MARKS]

**QUESTION FIVE**

Demonstrate your understanding of external organizational analysis. **[25 MARKS]**

### **QUESTION SIX**

Using the Porter's Five Forces Model demonstrate how it can be used in assessing the competitiveness of firm. **[25 MARKS]**

**THE END**

**END OF PAPER**