

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE

DEPARTMENT OF HUMAN CAPITAL MANAGEMENT

COURSE: STRATEGIC MANAGEMENT (BS443)

5 OCT 2023

INSTRUCTIONS TO CANDIDATES

Candidates are expected to answer any **Four** questions from the six questions.

Each question carries **25** marks

No unauthorised items must be brought into the examination room.

Question 1

With the aid of examples, explain the importance of the process of competitor analysis to a firm in the manufacturing business. (25 Marks)

Question 2

Discuss the importance of Porter's five forces model in the structural analysis of the business environment. (25 Marks)

Question 3

Motivate reasons why firms globalize, giving specific examples of such companies. (25 Marks)

Question 4

The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. Discuss.

Question 5

(a) List the Environmental factors that can affect an organisation's Strategy.

(b) How would you analyse Competitive Environment? (25 Marks)

Question 6

(a) Examine the degree to which the three concepts: positioning, product differentiation and market segmentation relate with each other.

(b) What is an 'Operating Turnaround Strategy'? (25 Marks)

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