

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF HUMAN CAPITAL MANAGEMENT**

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

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer **ANY FOUR** questions

JUN 2024

**INFORMATION FOR CANDIDATES**

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

**QUESTION ONE**

Strategy is management's game plan. Discuss this statement in relationship to Strategic Management. **[25 MARKS]**

**QUESTION TWO**

Demonstrate your understanding on the significance of developing the strategic vision, mission, values and objectives in an organization **[25 MARKS]**

**QUESTION THREE**

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

**QUESTION FOUR**

Write notes on how you can use the following analysis for internal environment scanning analysis

- a) Resources/Capabilities Analysis **[9 MARKS]**
- b) The Value Chain Analysis **[8 MARKS]**
- c) The McKinsey 7S **[8 MARKS]**

### **QUESTION 5**

Discuss any four theoretical perspectives that helps in understanding strategic management.

**[25 MARKS]**

### **QUESTION 6**

An analysis of the environment is the critical starting point of Strategic thinking. Discuss

**[25 MARKS]**