(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

ODEL

UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2023/2024

FOURTH YEAR, FIRST SEMESTER MAIN EXAMINATIONS FOR THE DEGREE OF BSC.AGRIBUSINESS MANAGEMENT-ODEL

COURSE CODE: BCB 421

COURSE TITLE: STRATEGIC MANAGEMENT

DATE: 15/4/2024 **TIME: 12-2 PM**

INSTRUCTION TO CANDIDATES:

ALL Questions in section ONE (1 and any other TWO (2) Questions.

TIME: 2 hours

MMUST observes ZERO tolerance to examination cheating

1) a) Define the term STRATEGIC PLANNING highlighting it's elements. (10Marks)

b) Discuss the incentives that would make a manager of a cn organization to actively participate in strategic planning. (10Marks)

c) Highlight the essential ingredients of strategic planning.

(10Marks)

2 a) OUTLINE TEN most basic question to ask before starting a strategic planning process.

(10Marks)

b) Describe THE FIRST STEP strategic planning. (10Marks)

3 a) Outline the SIX Ws that serve as the guideline developing organizational goals and objectives.

(6Marks)

b) Discuss the SEVEN elements you need to include in defining objectives for a strategic plan.

(14Marks)

4) Discuss the Evaluation and Revision step in the strategic planning process.(20Marks)