



STRATHMORE UNIVERSITY

Strathmore Business School
Master of Business Administration
Continuous Assessment Test

MBA 8107: STRATEGIC MANAGEMENT

Date: Friday, 4th July 2014

Time: 1hour 30minutes

Instructions

The examination paper contains three questions. Attempt ANY TWO questions. All Questions carry equal marks

Question 1 (20 marks)

The attractiveness of an industry to a particular firm can be determined through a *structural analysis* as explained in Porter's model of Five Forces. Enumerate the key components of this Model and briefly describe the importance of each component and how it applies to the Industry in which your company operates.

Question 2 (20 marks)

Select a Company of your choice. Using appropriate examples, explain how this company uses Bowman's Competitive Strategy Options to position its products or services. What are the limitations of these strategies?

Question 3 (20 marks)

Companies have several options in their **growth strategies**. Briefly enumerate five vehicles of growth available to businesses and explain how and when they can be preferred. Use corporate examples to illustrate this.