

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**DIPLOMA IN BUSINESS MANAGEMENT**

**MAIN PAPER**

**DM221: STRATEGIC MANAGEMENT**

**INTAKE 4: SECOND YEAR FIRST SEMESTER**

**TIME: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

Answer any **three** questions

### **Question 1**

Write short note on any two of the following:

- (a) BCG Matrix
- (b) Ansoff Matrix
- (c) Product life cycle (PLC)
- (d) Competitive Strategies

[25]

### **Question 2**

Explain the various steps involved in Strategic Management process in a single business firm.

[25]

### **Question 3**

Explain PESTEL framework and illustrate with suitable examples.

[25]

### **Question 4**

- a) Explain the two classification components of a firm's resources and capabilities [15]
- b) State five examples each of a firm's resources and capabilities components. [10]

### **Question 5**

Explain how Porter's model helps with the structural analysis of the environment

[25]

### **Question 6**

Narrate the characteristics of a Balanced-score card (BSC) framework for an education based business, such as Women's University in Africa.

[25]

**END**