



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY POSTGRADUATE EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR MASTER OF
BUSINESS ADMINISTRATION (FINANCE OPTION)**

BCS 621: BUSINESS STRATEGIC BEHAVIOUR

DURATION: 3 HOURS

DATE: 15TH AUGUST, 2018

TIME: 9.00 A.M. – 12.00 NOON

Instructions to Candidates:

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE

- a) Define Corporate Governance and its relevance to socio-economic development. (6 marks)
- b) Discuss two main purposes of identifying and articulating current strategy of an organization. (6 marks)
- c) Discuss three factors of production and their importance to the growth of business enterprises. (3 marks)
- d) Briefly and with examples, discuss four roles of technology in the development and growth of a business enterprise. (10 marks)

QUESTION TWO

Describe any five main steps implementing corporate strategy. (25 marks)

QUESTION THREE

In the second County Integrated Development Plan (2018-2022) the Murang'a County Government outlines revamping of the agri-industrial enterprises as a key milestone towards the improved socio-economic well-being of its citizenry. Using the SWOT analysis, discuss the key strategies that could be formulated for the implementation of this policy. (25 marks)

QUESTION FOUR

Kenya plans to be among the middle level industrialized countries by 2030. Discuss any five strategies that the country could adopt to achieve this policy objective. In each case discuss the challenges that could pose threats on the same. (25 marks)

QUESTION FIVE

Discuss how environmental policy can impact on economic growth of a country like Kenya. (25 marks)