UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS 2023/2024

COURSE UNIT: 3102 BUSINESS POLICY **DATE: July**

TIME ALLOWED: 3 HOURS

Instructions

1. **Answer any four questions including question 1. All questions carry equal marks.**
2. **Do not write anything on this question paper.**
3. **Credit will be given to clarity and use of relevant examples.**
4. **Write legibly.**

Question 1

Draft a conceptual framework/model for creating a strategic plan for any company/public entity. **(25 marks)**

Question 2

a) As a new graduate of Uganda Martyrs University, explain how you would do a SWOT Analysis of yourself in order to acquire a good job in the labor market. **(10 Marks)**

b) What strategies would you use to remain competitive in the global labor market? **(15 Marks)**

Question 3

a) One of the key phases involved in strategic management process is the monitoring, evaluation and control. Discuss the steps one would take in the evaluation of an implemented strategy. **(10 marks)**

b) Formulating an effective corporate strategy requires a critical review of an organization among other things. By making use of any one model known to you, discuss how one would carry out an internal evaluation of a company. **(15 marks)**

Question 4

In one of the discussions students organized in preparation for this exam, a student was heard saying it was not important for managers to carefully consider the type of organization structure as a necessity for successful strategy implementation. As a student who has regularly attended strategic management classes, what is your take on this assertion?

a) Explain, what is business policy implementation in organization? **(5 Marks)**
b) Define, in your own words, the concept Business Policy. **(5 Marks)**
c) Explain, why would an organizations Create Business Policies? **(5 Marks)**
d) State the major differences between a policy and a strategy. **(10 Marks)**

Question 5

Write short notes on the following terms as used in business policy:

a) Core values. **(5 marks)**
b) Mission. **(5 marks)**
c) Vision. **(5 marks)**
d) Strategy. **(5 marks)**
e) Goals. **(5 marks)**

Question 6

a) Differentiate between the BCG Model and the Porter's five forces Model as used in business policy. **(10 marks)**
b) Porter's five forces Model is an analysis tool that uses five industry forces to determine the intensity of competition in an industry and its profitability level. Discuss the applicability of this model to Uganda Martyrs University. **(15 marks)**

Question 7

You have probably heard the saying "strategies make the organizations." Strategies are a key factor in a firm's competitive advantage. In today's fast changing environment, managers must set organizational goals, understand them and set strategies to achieve them in order to remain competitive. As a student of strategic management, discuss the validity of the statement bringing out the process of strategic management. **(25 marks)**

GOOD LUCK