

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	:	DTG 2603
COURSE	:	BUSINESS STRATEGY
SEMESTER/SESSION	:	2-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER
PAGE

QUESTION 1

- a) Define business strategy. (2 marks)
- b) One of the most popular theories of business strategy is SWOT analysis. Explain **FOUR (4)** criteria in SWOT analysis with an appropriate example respectively. (12 marks)
- c) State **FOUR (4)** benefits of strategic management to a firm. (4 marks)

QUESTION 2

- a) A good strategic management knows how to define goals effectively. Describe **FIVE (5)** characteristics of effective goals based on SMART formula. (10 marks)
- b) In developing a good strategy for business the firms may encounter some issues. Explain **FOUR (4)** issues in strategic planning. (8 marks)

QUESTION 3

- a) Analyze the Porter's **FIVE (5)** Forces Model with an appropriate example respectively. (10 marks)
- b) A successful company should have a vision to go global. Outline **FOUR (4)** types of entry mode to enter international business. (10 marks)

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- c) State **FIVE (5)** advantages of joint venture. (5 marks)

QUESTION 4

- a) List **FOUR (4)** types of business resources with examples. (4 marks)
- b) Outline **FOUR (4)** types of market segmentation. (8 marks)
- c) Analyze **FOUR (4)** types of budget available in business. (8 marks)

QUESTION 5

- a) STEEP Analysis is used to monitor trends in business environment. Explain your understanding in STEEP analysis with proper example. (10 marks)
- b) The effects of climate change on companies can be grouped into six categories of risks: regulatory, supply chain, product and technology, litigation, reputational and physical. Discuss **THREE (3)** of the above risks. (9 marks)

-----End of question-----

