

BBM 462/ BHM 418



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2021 /2022 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER SPECIAL EXAMINATION

FOR THE BACHELOR OF BUSINESS MANAGEMENT AND BACHELOR HOTEL
AND HOSPITALITY MANAGEMENT

COURSE CODE: BBM 462/ BHM 418

COURSE TITLE: STRATEGIC MANAGEMENT

DATE: 31/01/2022

TIME: 9:00- 12:00

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

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QUESTION FOUR

- a. The true nature of marketing today is not serving the customer; it is outwitting and outfitting one's competitors. Briefly explain four ways in which this war can be fought. (10 marks)
- b. Explain strategic implications of BCG matrix model. (10 marks)

QUESTION FIVE

- a. Discuss Porter's five forces model. How does it help managers to identify the opportunities and threats confronting a company? (10 marks)
- b. Examine the degree to which the three concepts: positioning, product differentiation and market segmentation relate with each other. (10 marks)

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