



**Riara School of Business**  
*Nurturing business innovators*  
**JANUARY- APRIL 2024 SEMESTER**  
**EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT**

**DAY PROGRAMME**

**RBM 025: STRATEGIC THINKING IN BUSINESS**

**DATE:** 17<sup>TH</sup> **APRIL** **2024**  
**TIME: 2 HOURS**

**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book

11. Fasten the supplementary pages to the inside back cover of this booklet

### **QUESTION ONE: COMPULSORY (30MKS)**

- a) Different Authors interpret strategies differently. State **TWO** interpretations by George Steiner. **(4 marks)**
- b) Discuss **FIVE** benefits of strategic management to Business **(10 marks)**
- c) With suitable business examples, expound any **SIX** elements that are considered to make strategy Implementation effective. **(12 marks)**
- d) Explain the **Two** basic types of implementation controls **(4 marks)**

### **QUESTION TWO**

- a) Explain the VRIO in situational Analysis. **(8 marks)**
- b) Describe the steps strategy formulation. **(12 marks)**

### **QUESTION THREE**

- a) An industry progress goes through fairly predictable phases that depict the general pattern of Industry evolution. Discuss the **FIVE** stages **(10 marks)**
- b) Expound the **THREE** different levels of management that organizations form strategies. **(6 marks)**
- d) Explain the difference between generic and grand strategies **(4 marks)**

### **QUESTION FOUR**

- a) Explain **FIVE** components of strategic management model. **(10 marks)**
- b) Describe **FIVE** elements of a good mission statement. **(10 marks)**