

UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

WESTERN INTERNATIONAL COLLEGE

BSC(HONS) BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATION 2023/24

STRATEGIC MANAGEMENT

MODULE NO: BMP6002

Date: Saturday 13 January 2024

Time: 2:00 PM – 4:00 PM

INSTRUCTIONS TO CANDIDATES:

This is a closed book examination.

There are FIVE questions in this question paper.

All questions carry equal marks.

Answer any FOUR questions.

University of Bolton
Off Campus Division, Western International College
Business Management
Semester 1 Examination 2023/24
Strategic Management
Module No. BMP6002

Question 1

“A company’s strategy typically evolves over time, arising from a blend of (1) proactive and deliberate actions on the part of company managers and (2) adaptive emergent responses to unanticipated developments and fresh market conditions”. Justify this statement.

Total 25 marks

Question 2

Comment critically on the importance of Vision, Mission and Objectives in setting the strategic direction of an organisation using examples.

Total 25 marks

Question 3

Justify how a comprehensive evaluation of a company’s external environment can assist managers in making decisions about company’s strategic moves.

Total 25 marks

Question 4

“The purpose of an organisation will be influenced by the expectations of its stakeholders. Different stakeholders exercise different influence on organisational strategy, dependent on the extent of their power and interest”. Critically appraise this statement.

Total 25 marks

Question 5

“Leadership is associated particularly with strategic change”. Critically evaluate the role of strategic leadership with regard to the management of change.

Total 25 marks

END OF QUESTIONS