

UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

WESTERN INTERNATIONAL COLLEGE

BSC (HONS) BUSINESS MANAGEMENT

SEMESTER 1 RESIT EXAMINATION 2023/24

STRATEGIC MANAGEMENT

MODULE NO: BMP6002

Date: 11th May 2024

Time: 10:00am – 12:00

INSTRUCTIONS TO CANDIDATES:

This is a closed book examination.

There are **FIVE** questions on this question paper.

Answer any **FOUR (4)** questions

All questions carry equal marks.

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Question 1.

Compare and contrast an organisation's vision, mission, and objectives. Using real-world examples, critically analyze how a clear vision, mission, and well-defined objectives contribute to the success of businesses.

Total 25 marks

Question 2.

Compare and contrast PESTEL analysis and Porter's Five Forces framework as strategic management tools. Using real-world examples, critically analyze the significance of conducting both analyses in understanding the competitive landscape and making strategic decisions.

Total 25 marks

Question 3.

Using relevant examples, critically evaluate the process of stakeholder mapping and its significance in shaping a strategy for a business.

Total 25 marks

Question 4.

Using relevant examples, critically analyze how strategic capabilities might provide sustainable competitive advantage to organisations.

Total 25 marks

Question 5.

Reflect on the process of change management with reference to the strategy implementation. Critically appraise the role of strategic leadership regarding the management of change.

Total 25 marks

END OF QUESTIONS