

UNIVERSITY OF BOLTON
OFF CAMPUS DIVISION
WESTERN INTERNATIONAL COLLEGE
BSC (HONS) BUSINESS MANAGEMENT
SEMESTER ONE EXAMINATION 2024/2025
STRATEGIC MANAGEMENT
MODULE NO: BMP6002

Date: Saturday, 4 January 2025

Time: 2:00pm - 4:00pm

INSTRUCTIONS TO CANDIDATES:

This is a closed book examination.

There are FIVE (5) questions on this question paper.

All questions carry equal marks.

Answer ANY FOUR (4) questions.

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Q1. Critically analyse the role of strategic planning in achieving an organisation's long-term objectives. In your answer, focus on the significance of aligning strategic planning with the organisation's mission and objectives.

[TOTAL 25 MARKS]

Q2. Critically analyse how stakeholder analysis contributes to the strategic Planning process. Discuss the potential impact of key stakeholders on strategic decision-making, and suggest strategies for managing conflicting stakeholder interests to achieve organisational objectives.

[TOTAL 25 MARKS]

Q3. Compare and contrast the use of PESTLE and Porter's Five forces instruments in evaluating a company's strategic positioning. Discuss the advantages and limitations of each approach in shaping business strategies.

[TOTAL 25 MARKS]

Q4. Comment critically on the idea of 'Strategic Capability' in achieving Sustainable Competitive Advantage (SCA) in an organisation. Use examples to support your arguments.

[TOTAL 25 MARKS]

Q5. Critically appraise the importance of change management in organisations.

[TOTAL 25 MARKS]

END OF QUESTIONS