

UNIVERSITY OF BOLTON
OFF CAMPUS DIVISION
WESTERN INTERNATIONAL COLLEGE
BSC (HONS) BUSINESS MANAGEMENT
SEMESTER ONE EXAMINATION 2024/2025
STRATEGIC MANAGEMENT
MODULE NO: BMP6033

Date: Saturday, 4 January 2025

Time: 2:00pm – 4:00pm

INSTRUCTIONS TO CANDIDATES:

This is an open book examination.

You are allowed to bring **TWO** A4 sized sheets of handwritten notes into the exam hall.

There are **FOUR (4)** questions on this question paper.

All questions carry equal marks.

Answer **ALL FOUR (4)** questions.

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Q1. “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]

Q2. Critically evaluate the role of stakeholders and organisational culture in strategy implementation. Justify your evaluation by examining how stakeholder influence and cultural alignment can either facilitate or hinder effective strategy implementation.

[TOTAL 25 MARKS]

Q3. Compare and contrast two models/tools or theoretical approaches available to managers for assessing the environmental competitive position of an organisation, commenting critically on the benefits and limitations of each. Apply your response in context where possible.

[TOTAL 25 MARKS]

Q4. Critically appraise the impact of change management and sustainability on strategic management

[TOTAL 25 MARKS]

END OF QUESTIONS