

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

B. COMM (HONOURS) DEGREE IN INSURANCE AND RISK MANAGEMENT

CORPORATE STRATEGY AND DECISION MAKING : CIN 4102

2009 SUPPLEMENTARY EXAMINATION

DURATION : THREE (3) HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any **Four** questions.
 2. All questions carry **equal** marks.
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Question 1

“Like any other sector,; the insurance industry has to face up to a harsh and challenging macro-economic environment.”

Critically discuss the variables that make up this environment. [25 marks]

Question 2

“Zimre has grown to being not only the largest reinsurer on the local market but into a well diversified financial services company with operations within and outside Zimbabwe.” [25 marks]

Discuss in detail how Zimre has managed to achieve this position of competitive advantage. [25 marks]

Question 3

Discuss the relevance of a differentiation strategy on a low cost leadership strategy in the financial services sector. [25 marks]

Question 4

Discuss the factors that need to be taken into account during a strategy implementation process. [25 marks]

Question 5

Requisition and maintenance of an efficient and effective information system is one of the many strategies that insurance companies need to embark on in order to enhance shareholder value.

Critically discuss the other strategies that insurance companies need to adopt to increase shareholder value. [25 marks]

Question 6

Discuss the 7 'S' model/framework for strategy implementation. [25 marks]

Question 7

Insurance companies need to adapt to the changing environment or they will die. Discuss. [25 marks]

END OF EXAMINATION PAPER