



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF SCIENCE AND TECHNOLOGY EDUCATION

DEPARTMENT OF SCIENCE, MATHEMATICS AND TECHNOLOGY EDUCATION

MASTER OF SCIENCE EDUCATION DEGREE IN ACCOUNTING AND BUSINESS STUDIES

STRATEGIC MANAGEMENT PST6162

Main Examination Paper

NOV 2024

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: Nil

Internal Examiner: Mr M Moyo

External Examiner: Dr B Dlamini

INSTRUCTIONS

1. Answer any four questions.
2. Questions may be written in any order but each question/sub-question must be clearly numbered.
3. Begin each question on a **fresh page** and keep all parts of the same question together.
4. Marks may be deducted for careless or untidy work.
5. This paper consists of **two** printed pages.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5	25
6	25
TOTAL	100

QUESTION ONE

The Swot analysis is a key in strategic formulation and implementation. Analyse this statement with specific reference to strategic management in organisations. **[25marks]**

QUESTION TWO

What are the steps involved in strategic management process and why are they important? **[25 marks]**

QUESTION THREE

Michael Porter identified three (3) generic strategies for organizational survival. Identify the three generic strategies and assess how they are applied for organizational survival **[25marks]**

QUESTION FOUR

Discuss any three levels of strategy in an organisation **[25marks]**

QUESTION FIVE

Analyse the role of Directors in strategic management in an organization **[25marks]**

QUESTION SIX

Write the processes involved in any of the five (5) terms:

- (a) Strategic balanced score card
- (b) Benchmarking
- (c) Swot analysis
- (d) Strategy identification
- (e) Differentiation **[25marks]**

TOTAL [100MARKS]

END OF QUESTION PAPER