



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2016/2017** ACADEMIC YEAR **ONE**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE MASTERS DEGREE IN BUSINESS MANAGEMENT

COURSE CODE: MBA 869

COURSE TITLE: STRATEGIC SEMINAR PAPER

EXAMINATION DURATION: 3 HOURS

DATE: 04/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has FIVE (5) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FOUR (4) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

Explain the significance of the following concepts in strategic seminar presentation

- (a) Literature Review **[5 marks]**
- (b) Research Methodology **[5 marks]**
- (c) Theoretical Framework **[5 marks]**

QUESTION TWO

Discuss the statement “Competitive advantage creates and sustain superior performance in an Organization” **[15 marks]**

QUESTION THREE

“Managing Strategic Planned Change in an organization has remained a dilemma to managers’
‘Discuss **[15 marks]**

QUESTION FOUR

Evaluate the strategic challenges managers face in Public sector **[15 marks]**

QUESTION FIVE

Justify why Business model concept that embrace e-business is becoming popular in public sector **[15 marks]**

