

QP CODE 2185528101

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# DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: VIII

551/552 MG81 STRATEGIC MANAGEMENT

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define and explain the concept of Strategic Management. (10 Marks)  
b) Discuss The 5 Phases of Strategic Management. (10 Marks)
2. a) Discuss the Levels of Business Organization. (10 Marks)  
b) Map Out Three Levels of Organization in Management. (10 Marks)
3. a) Discuss Business-Level Strategy. (10 Marks)  
b) Explain the Importance of Business-Level Strategy. (10 Marks)
4. a) Discuss in detail on Strategic Management. (10 Marks)  
b) Explain the Stages of Strategic Management. (10 Marks)
5. a) Explain the Measures for Strategic Evaluation. (10 Marks)  
b) Discuss the Symptoms of Malfunctioning of Strategy. (10 Marks)
6. a) Discuss the Functional Level Strategy Formulation. (10 Marks)  
b) Elaborate the Corporate Level Strategy Formulation. (10 Marks)
7. a) Explain in detail on Environmental Appraisal. (10 Marks)  
b) Discuss the components of Environmental Appraisal. (10 Marks)