

# CRAWFORD UNIVERSITY

## COLLEGE OF BUSINESS AND SOCIAL SCIENCES DEPARTMENT OF ADMINISTRATION AND MANAGEMENT

**Harmattan Semester Examinations: 2022/2023 Session**  
**Course: BUS 421 – Strategic Management. Time: 3 Hours**

**Instruction:** Attempt four questions in all. Question No. 1 is compulsory.

- 1(a) Explain the following concepts as used in strategic management  
I. Values (ii) Core strategies (iii) Core Behaviour Standards 9mks  
(b) As an entrepreneur, state the conditions under which you will embark on product diversification 6 marks  
**Total = 15 marks**
- 2 (a) Identify any 5 Firms that are listed on the Nigerian Stock Exchange -----5 marks  
(b) You are familiar with the outside -in perspective of strategic management.  
Discuss how you would apply the outside-in perspective in managing one of the companies you indicated in 2a above 10mks **Total = 15marks.**
- 3 (a) Identify 2 firms that fall under the food manufacturing sub -sector of the Nigerian economy and are listed on the Nigerian Stock Exchange – 3mks.  
(b) Choose one of the companies mentioned in No 3a above and write the following  
(i) Mission Statement  
(ii) Two strategic goals of the company  
(iii) Two challenges facing the company  
(iv) Give suggestion on how to overcome the challenges - 12 marks. **Total = 15 marks**
4. (a) Give two reasons why the macro environment is very important -3mks  
(b) Mention any well known business company located in Nigeria. Using the STEEP factors of that company's macro-environment, explain how the factors create threats/opportunities to the company. 12mks **Total = 15marks**
- 5 (a) Using a bold diagram, explain the 5 forces model of industry competition-----5 marks  
(b) Explain 5 barriers that a new company may face in a bid to enter into an industry. 10marks  
**Total = 15 marks**
- 6 (a) What are the benefits of the following Corporate Strategies?  
(i) Strategic alliance (ii) Joint ventures -6mks  
(b) Discuss the tasks of effective strategic leadership in implementing the strategy of an organization- 9marks **Total =15marks**