DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR
FIRST YEAR EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN
BUSINESS ANALYTICS

BBM 6101: NUMERICAL BUSINESS ANALYSIS

<u>**DATE: 22/09/2021**</u>   **TIME: 11.00 A.M.-02.00 P.M.**

Instructions: Answer All questions

Question one

a. Briefly explain the five primary activities of value chain and provide relevant examples.

(10 marks)

b. Explain at least five factors that can affect competitive strengths and provide relevant examples.

(10 marks)

Question Two

a. Explain at least five factors that can affect industry attractiveness and provide relevant examples.

(10 marks)

b. What is unrelated diversification and related diversification? Please describe strategic appeal of each and provide relevant examples.   (10 marks)

Question Three

a. How a company's culture can promote better strategy execution?   (4 marks)

b. Elaborate on the appropriate strategy options in emerging markets?   (6 marks)

c. Citing practical examples, elaborate on the appropriate strategy options in mature markets?

(10 marks)

Question Four

a. Establish a relationship between 'Strategic Directions' and 'Vision' of a company   (4 marks)

b. Discuss the advantages and disadvantages of merger and acquisition (M&A).   (6 marks)

c. Cite relevant example(s) of each PESTEL component and explain their application in business.

(10 marks)