



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION ACADEMIC YEAR 2021/2022
EXAMINATION FOR THE DEGREE OF MASTERS IN BUSINESS
ADMINISTRATION**

BBM 6101 NUMERICAL BUSINESS ANALYSIS

TIME: 3 HOURS

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)