

**UNIVERSITY OF GREATER MANCHESTER**

**OFF CAMPUS DIVISION**

**WESTERN INTERNATIONAL COLLEGE, RAS AL**

**KHAIMAH**

**BSC (HONS) BUSINESS MANAGEMENT**

**BSC (HONS) DIGITAL MANAGEMENT AND**

**MARKETING**

**SEMESTER ONE EXAMINATION 2025/2026**

**STRATEGIC MANAGEMENT**

**MODULE NO: BMP6033**

Date: Saturday 17<sup>th</sup> January 2026

Time: 10:00am – 12:00pm

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**INSTRUCTIONS TO CANDIDATES:**

This is an open book examination.

You are allowed to bring TWO A4 sized sheets of handwritten notes into the exam hall.

There are FOUR (4) questions on this question paper.

All questions carry equal marks.

Answer ALL FOUR (4) questions.

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**Q1.**

Discriminate between an organisation's vision, mission, and objectives. Critically evaluate, with real-world examples, how the alignment of these elements enhances organisational performance and long-term strategic success.

**[TOTAL 25 MARKS]**

**Q2.**

Critically evaluate the role of organisational culture and stakeholder influence in shaping strategy formulation and implementation. Justify your answer with relevant theories and real or hypothetical examples.

**[TOTAL 25 MARKS]**

**Q3.**

Using appropriate internal analysis frameworks (e.g., Resource-Based View or VRIO model), critically evaluate how internal capabilities and resources can be leveraged to achieve sustainable competitive advantage. Provide examples from a real-world organisation.

**[TOTAL 25 MARKS]**

**Q4.**

Critically appraise the role of change management in shaping organisational strategy. Support your answer with relevant theories and real-world examples.

**[TOTAL 25 MARKS]**

**END OF QUESTIONS**

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PAST EXAMINATION