PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT

JANUARY-APRIL 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 414

COURSE TITLE: STRATEGIC PLANNING AND MANAGEMENT

EXAM DATE:

DURATION: 3 HOURS

TIME:

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **Answer any TWO questions**
- *ALL PAC University's examination rules and regulations apply*

Question One (20 Marks)

a) As the CEO of a media house company operating in Kenya in 2024, state and **explain three possible internal strengths and three possible external** threats the company should consider when making its strategic plan. (12 Marks)

b) Examine four ways a local Community Based Organization (CBO) distributing sanitary towels to teenage girls in an informal settlement can mobilize funds for their project. (8 Marks)

Question Two (20 Marks)

a) Examine five reasons why the World Food Program as a multilateral agency organization should continuously do Strategic Audit for its programs. (10 Marks)

b) As an entrepreneur starting your own business, citing relevant examples, discuss five reasons you should strategically plan for your enterprise. (10 Marks)

Question Three (20 Marks)

a) From the creation story in Genesis, explore five aspects that demonstrate that God is a strategic planner. (10 Marks)

b) Explore any five challenges that may be faced by state corporations in trying to align their strategic plans to that of the current government administration. (10 Marks)

CDC 414: STRATEGIC PLANNING AND MANAGEMENT

END OF SEMESTER EXAMINATION

Marking Scheme

Question One (20 Marks)

a) As the CEO of a media house company operating in Kenya in 2024, state and explain **three possible internal strengths and three possible external threats** the company should consider when making its strategic plan. (12 Marks)

Three possible internal strengths

- Qualified staff
- Strong brand name
- Owned premises
- Good Location

External possible External threats

- Strong competition
- High government taxes
- High cost of power
- Emergence of alternative media sources

(*Any 6 points well explored with explanation each 2 marks=12marks)*

b) Examine four ways a local Community Based Organization (CBO) distributing sanitary towels to teenage girls in an informal settlement can mobilize funds for their project. (8 Marks)

- Seeking for Grants
- Looking for Donations
- Fundraising
- Loans from commercial banks
- Cooperate partnership

(Any points well examined with explanation each 2 marks=8marks)

Question Two (20 Marks)

a) Examine five reasons why the World Food Program as a multilateral agency organization should continuously do Strategic Audit for its programs. (10 Marks)

- Re-evaluate their strategy
- To reassess the usefulness of the programs
- Evaluate resource alignment
- Identify and address any risks
- Implement audit findings

(Any 5 points well examined points with explanation each 2 marks=10marks)

b) As an entrepreneur starting your own business, discuss five reasons you should strategically plan for your enterprise. (10 Marks)

- Helps chat way forward for the business
- Helps with operational Efficiency

- Plans for competitive advantage
- Helps with future focus
- Helps identify and plan for risks

(*Any 5 points well explained with example each 2 marks=10marks)*

Question Three (20 Marks)

a) From the creation story in Genesis, explore five aspects that demonstrates that God is a strategic planner. (10 Marks)
    - He had the vision before execution (Let create man in his own image)
    - He implemented his plan in an orderly manner from day one to sixth
    - He evaluated his strategy by saying and seeing everything he created was good
    - He appointed man as the CEO of his creation
    - He created the garden to be the resource for man
    - He rested on the seven day for a brake after hand work

(Any 5 points well explained with explanation each 2 marks=10marks)

b) Explore any five challenges that may be faced by State Corporation in trying to align their strategic plans to that of the current government administration. (10 Marks)
    - Limited funding
    - Changing their organization cultures
    - Monitoring and evaluation challenges
    - Communication challenges
    - Organization structure challenges

(Any 5 points well explained with explanation each 2 marks=10marks)