



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE TITLE: STRATEGIC PLANNING AND MANAGEMENT

SEPTEMBER-DECEMBER 2022 TRIMESTER

CAMPUS: ROYSAMBU

COURSE CODE: CDC 414

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

INSTRUCTIONS

1. Read the instructions and questions carefully before you write the answers.

2. Answer any TWO questions

3. ALL PAC University's examination rules and regulations apply

Q 1. a) As a leading strategic planning consultant, describe any five reasons why the governor in your home county should invest in having a county strategic plan. (10 marks)

b) Using relevant examples discuss any five challenges that may be experienced by the county government while implementing the strategic plan. (10 marks)

Q2 The CEO and board members of Kenya National Youth Council are in the process of developing the organization strategic plan. Using the SWOT analysis discuss key factors the CEO and board members will put in mind when developing the strategic plan for youths in Kenya. (20 marks)

Q3 a) Briefly discuss the importance of mission and vision statements when formulating a strategic plan (10 marks)

b) Explain any five sources of information when conducting environmental scanning. (10 marks)