



**PAN AFRICAN CHRISTIAN UNIVERSITY
UNIVERSITY EXAMINATIONS 2020/2021**

**THIRD TRIMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT**

CDC 414: STRATEGIC PLANNING AND MANAGEMENT

Instructions:

Answer any two questions each question carries 20 marks each

Question one

Kenya Vision 2030 is the one of the country's strategic plan. Discuss challenges encountered during each of the following stages:

- a) Planning (7 marks)
- b) Implementation (7 marks)
- c) Midterm evaluation (6 marks)

Question two

You have been hired as the County lead strategist in your home county and together with county Stakeholders you have conducted a SWOT analysis.

- a) Explain what you understand by SWOT analysis (8 marks)
- b) Describe the process of conducting a SWOT analysis and write one development objective for the county. (12 marks)

Question three

Discuss **five** reasons why some organizations fail in the implementation of their strategic plan
(20 marks)