



PAN AFRICAN CHRISTIAN UNIVERSITY

UNIVERSITY EXAMINATIONS 2022/2023

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

CDC 414: STRATEGIC PLANNING & MANAGEMENT

Instructions:

There are **THREE QUESTIONS**. Answer any **TWO QUESTIONS**.

Each question is 20 marks. *Support your answers with relevant examples.

QUESTION ONE

Managing organizations is complex, challenging and fraught with uncertainty. Executives and managers at all levels must think strategically and leverage firm resources effectively.

- a) Using relevant examples, describe the **5Ps** of strategy. (10 Marks).
- b) Discuss **FIVE** functions of management. (10Marks)

QUESTION TWO

- a) Using relevant examples, discuss the **FIVE** characteristics of strategic objectives. (10Marks)
- b) Using relevant examples, explain environmental scanning in strategic planning process. (10Marks)

QUESTION THREE

Leadership is key to achieving an organization's objectives:

- a) Describe **FIVE** strategic leadership responsibilities (5marks).
- b) Explain **FIVE ways** strategic leadership contributes to an organization's effective strategic implementation process (5 marks).
- c) Discuss **FIVE** steps in strategic planning control process. (10Marks).