



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

SEPTEMBER-DECEMBER 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC 414

COURSE TITLE: STRATEGIC PLANNING AND MANAGEMENT

EXAM DATE:

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

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

a) As a leading strategic planning consultant you have been invited to the Governors annual conference in Embu. Prepare a keynote speech on the why governors should develop county strategic plans if they desire to bring change in their communities. (10 marks)

b Using relevant examples, describe any five ways organizational culture influences strategic planning (10 marks)

Question two

a) As a strategic management consultant explain any five points to members of the association of NGO's in Kenya why conducting environment analysis is important while designing the strategic plan for their NGO's. (10 marks)

b) As the CEO of Vijana Wema youth organization in Garissa County. Identify three major threats and three significant opportunities of your organization in the county (6 marks)

c) Discuss any four points of how these will shape the strategic priorities of your organization. (4 marks)

Question three

a) Kenya vision 2030 is one of the governments' strategic plans. Describe **five** challenges that have been most likely encountered during the ongoing implementation (10 marks).

b) As the Program manager in charge of implementation newly unveiled strategic plan in your organization. Explain five ways would you communicate your strategic plan to all stakeholders and gain their buy-in for smooth implementation of the plan (10 marks)