



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 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNITY DEVELOPMENT

COURSE CODE: CDC414

COURSE TITLE: STRATEGIC PLANNING AND MANAGEMENT

EXAM DATE: MONDAY 2ND DECEMBER 2019

DURATION: 2 HOURS

TIME: 2:00PM-4:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam paper contains TWO sections.
- Answer **ALL questions in Section A** and **any THREE** questions in section B.
- *ALL PAC University's examination rules and regulations apply*

Section A: Compulsory

Question one

- a) Define Strategic Management (2 marks)
- b) Highlight the importance of mission and vision statements when formulating the strategic plan (5 marks)
- c) Identify **five** sources of information when conducting environment scanning. (5 marks)
- d) Discuss McKinsey 7 “S” factors that support strategy implementation (14 marks)
- e) As a monitoring and evaluation officer elaborate on four Principles used during Strategy Evaluation (4 marks)

Section B: answer any three questions

- 1. Describe **five** reasons why an organization may fail in the implementation of a strategic plan on reaching out to the youths in the community. (10 marks)
- 2. Discuss how PESTEL analysis influences strategic management (10 marks)
- 3. As a leading strategic planning consultant discuss **five** reasons why all governors should have strategic plans if they desire to bring change in their communities. (10 marks)
- 4. Differentiate between strategy implementation and strategy formulation (10 marks)
- 5. Describe **five** challenges that have most likely been encountered during its planning, the ongoing implementation, the continuous ongoing monitoring and evaluation of Vision 2030 (10 marks)