



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF COMMUNITY DEVELOPMENT

UNIT CODE: BCD 314, UNIT NAME: STRATEGIC PLANNING AND MANAGEMENT

September – December 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

SECTION A: Compulsory.

Question 1

- a. Define the following concepts;
 - i) Motto (2 Marks)
 - ii) Management (2 Marks)
 - iii) Strategy (2 Marks)
 - iv) Stakeholder (2 Marks)
 - v) Competitive advantage (2 Marks)
- b. Explain the levels of management (10 Marks)
- c. Discuss two functions of strategic management (10 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS

Question 2

- a. Justify why an organization should have a vision (10 marks)

- b. Give five characteristics of organizational objectives (5 marks).

Question 3

- a. Explain SWOT analysis (12 Marks)
- b. Give three elements of the economic analysis of an organization's external environment (3 marks)

Question 4

- a) Discuss three kinds of financial control from the point of view of strategic management (10 Marks)
- b) Explain two purposes of monitoring in a organization (5 Marks)

Question 5

- a. Discuss MBO as a strategy implementation (9 Marks)
- b. Explain two reasons why implementation may fail (6 Marks)