



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

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**SEPTEMBER –DECEMBER 2021**

**FACULTY OF ARTS AND SOCIAL SCIENCES**

**DEPARTMENT OF DEVELOPMENT & SOCIAL STUDIES**

**REGULAR/ODEL PROGRAMME**

**DPM 527: STRATEGIC PLANNING TECHNIQUES**

**Date: DECEMBER 2021**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer ANY FOUR Questions**

- Q1. Discuss each of the five elements of strategic management and explain why strategy formulation is key to organizational growth. **(15 marks)**
- Q2. Define the term “performance gap” and discuss the strategy-to-performance loop used by managers to close this gap. **(15 marks)**
- Q3. Using an organization you are familiar with for illustration, discuss the importance of SWOT analysis in strategy formulation. **(15 marks)**
- Q4. Discuss the various elements of strategy implementation and justify the need for organizational culture. **(15 marks)**
- Q5. a. Distinguish between financial and strategic objectives. **(5 marks)**
- b. Explain why all organizations pursuing sustained growth should formulate both short-term and long term objectives. **(10 marks)**

Q6. With the use of specific examples for illustration, discuss the various approaches to Corporate Social Responsibility (CSR). **(15 marks)**

DTE DEC 2021

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