



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**  
**CITY CAMPUS**

P.O. Box 62157  
00200 Nairobi - KENYA  
Telephone: 891601-6  
Fax: 254-20-891084  
E-mail: academics@cuea.edu

**MAIN EXAMINATION**

**MAY – JULY 2016 TRIMESTER**

**FACULTY OF ARTS AND SOCIAL SCIENCES**

**DEPARTMENT OF DEVELOPMENT STUDIES**

**DPM 527: STRATEGIC PLANNING TECHNIQUES**

**Date: JULY 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer QUESTION ONE AND ANY OTHER TWO Questions**

- Q1. a) Discuss briefly the link between strategies and objectives in an organization. **(10 marks)**
- b) Contrast views of the corporation between 20<sup>th</sup> century and 21<sup>st</sup> century using their characteristics. **(10 marks)**
- c) Describe the crisis management implications on a project. **(10 marks)**
- Q2. Explain in detail the strategic management process. **(20 marks)**
- Q3. a) Giving relevant examples expound more on the meaning and the various factors consisting of a remote environment in any project. **(10 marks)**
- b) Discuss the meaning and implications of internal environment of any project. **(10 marks)**
- Q4. Explain in brief any TEN of the principal grand strategies. **(20 marks)**
- Q5. a) What does good organizational leadership involve? **(6 marks)**
- b) Bring out clearly the advantages and disadvantages of outsourcing in an organization. **(14 marks)**

**\*END\***