



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

MAY - JULY 2016 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

REGULAR PROGRAMME

SDS 401: STRATEGIC PLANNING TECHNIQUES

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Explain the following strategic management concepts
- i Strategy **(2 marks)**
 - ii Strategy planning **(3 marks)**
- b) Elaborate on the significance of applying strategic planning techniques in management of development projects. **(12 marks)**
- c) You have been approached by the project manager of Action Aid to explain to him the key features of strategic decisions. Go ahead and explain. **(13 marks)**
- Q2. "Pestel analysis is considered a valuable strategic planning tool" Elaborate citing examples. **(20 marks)**
- Q3. The Tana River county governor in Kenya has approached you to prepare a presentation on the major components of a strategic development plan. Go ahead and deliver your presentation citing examples. **(20 marks)**
- Q4. Describe the process of strategy formulation that can be followed by a project manager to ensure that project goals and objectives are achieved. **(20 marks)**

Q5. Discuss the strategy evaluation process that can be followed by strategists
(20 marks)

END