



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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

AUGUST – DECEMBER 2016 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

REGULAR PROGRAMME

SDS 401: STRATEGIC PLANNING TECHNIQUES

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Elaborate on the link between strategic visioning and strategic planning. **(5 marks)**
- b) Explain the role of strategic development plan in an organization of your choice. **(10 marks)**
- c) “SWOT analysis is considered a valuable strategic planning tool”. Elaborate citing examples. **(15 marks)**
- Q2. Expound on the strategy evaluation steps process that can be followed by strategists. **(20 marks)**
- Q3. You have been approached by the director of world vision Kenya to explain to him the key features of strategic decisions. Go ahead and explain. **(20 marks)**
- Q4. Describe the process of strategy implementation that can be followed by a project manager to ensure that project goals and objectives are achieved. **(20 marks)**
- Q5. Citing examples discuss FIVE necessary skills required by strategists in order to execute their duties effectively. **(20 marks)**

END