



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER - DECEMBER 2020 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES AND DEVELOPMENT STUDIES

DPM 527: STRATEGIC PLANNING TECHNIQUES

Date: DECEMBER 2020

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

Q1. Discuss each of the five strategic management tasks and explain why strategy making is not a proper task for strategic planners.

(15 marks)

Q2. Using a company you are familiar with for illustration, discuss Michael Porter's Five Forces Model of Competitive Analysis.

(15 marks)

Q3. Discuss the various elements of strategy implementation and justify the need for strategic leadership.

(15 marks)

Q4. Trace the link between a company's culture and its structure? How does one affect the other?

(15 marks)

Q5. Distinguish between overall cost leadership and differentiation generic strategies.

(15 marks)

Q6. Define the term performance gap and discuss the various ways in which managers can close it.

(15 Marks)

END