



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**MAY – JULY 2019 TRIMESTER**

**CENTRE FOR SOCIAL JUSTICE AND ETHICS**

**REGULAR PROGRAMME**

**CCML 105: STRATEGIC PLANNING AND FUND DEVELOPMENT STRATEGY**

**Date: JUNE 2019**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. (a) You have been appointed as the Development Manager St Charles Lwanga Catholic Church. You are required to explain to the Church Development committee why it is important to develop a Fundraising Strategy? **(10 Marks)**
- (b) Explain the following terms giving examples as discussed in class.
- i) SWOT Analysis **(3 marks)**
  - ii) Core values **(2 marks)**
  - iii) Mission **(2 marks)**
  - iv) Fundraising **(3 marks)**
- (c) As the Chairperson in your local Church you are required to advise the Parish Priest on wealth creation. Required discuss the different sources of income the church can access and how the Church can create wealth. **(10 Marks)**
- Q2. (a) As a student of Strategic Planning you are expected to give a detailed presentation on Issue Based Strategic Planning Model. **(12 marks)**
- (b) Explain the importance of Resource Mobilization **(8 Marks)**

- Q3. (a) Good strategies fail at implementation stage because they lack the link, and alignment with critical components of strategy. Therefore there is need to develop appropriate policies to support strategy implementation. Discuss.
- (i) The relationship between strategy and structure **(3 marks)**
  - (ii) The relationship between strategy and leadership **(3 marks)**
- (b) You have been appointed as the chair of the fundraising committee. Required explain to the committee the basic principles of fund development. **(14 marks)**
- Q4. Mater Missionary Hospital is seeking to implement 10 years Strategic Plan. The Director has noticed resistance from some of the employees. Required:
- (a) Explain to the Director reasons why employees are resisting change **(10 marks)**
  - (b) Advise the Director on how to manage the resistance to change **(10 Marks)**

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