

# **CHRISTIAN SERVICE UNIVERSITY COLLEGE**

## **SEMESTER EXAMINATION (RESIT) (2019)**

**COURSE: STRATEGIC PLANNING**

**DURATION: TWO HOURS (2hrs)**

### **SECTION A (COMPULSORY) (30 MARKS)**

Question 1.

Write brief notes on the following terms associated with strategic planning.

- |                         |          |
|-------------------------|----------|
| i. Organizational chart | (3marks) |
| ii. Action plan         | (3marks) |
| iii. Strategic plan     | (3marks) |
| iv. Objective           | (3marks) |
| v. Goal                 | (3marks) |
| vi. PEST                | (3marks) |
| vii. SWOT               | (3marks) |
| viii. Target            | (3marks) |
| ix. Value               | (3marks) |
| x. Mission              | (3marks) |

### **SECTION B**

**ATTEMPT TWO QUESTIONS FROM THIS PART (25 MARKS EACH)**

Question 2.

Communication is an important part of the strategic planning process. Discuss four factors that can make communication effective in strategic planning process. **(25 marks)**

Question 3.

There are three main approaches to strategic planning, state and explain these approaches and come out with the best approach to you. **(25 marks)**

Question 4.

As a strategic planner, mention four steps you will help the Managing Director of a new company prepare a strategic plan. **(25 marks)**



Question 5.

As a strategic planning specialist, what tools would you apply to draw a strategic plan for a new joint company/institution in a country. **(20 marks)**

### **SECTION C**

**ATTEMPT ONE QUESTION FROM THIS PART. (20 MARKS)**

Question 6.

How would you use and link the following five pillars of strategic planning characteristics to plan for your new business?

- a. Tailor your process to your business. **(4 marks)**
- b. Accommodate external perspective. **(4 marks)**
- c. Create a performance culture. **(4 marks)**
- d. Be execution oriented. **(4 marks)**
- e. Promote efficiency. **(4 marks)**

Question 7.

As a strategic planner, how would you use the following terms to achieve success in your company.

- a. Mission **(4 marks)**
- b. Value **(4 marks)**
- c. Vision **(4 marks)**
- d. Strategy **(4 marks)**
- e. Balanced scorecard **(4 marks)**