

Uganda Martyrs University
School of Arts and Social Sciences
Department of Governance, Peace, and International Studies
Academic Year 2022/2023

BA PAM (Rubaga & Nkozi Campuses)
Course: Strategic Planning and management
Course Code: PAM 2224
Year II August 2021 Intake & **Year III** August 2020 Intake

END OF SEMESTER 1 EXAMINATIONS

Date: Thursday 15th December 2022

Duration: 3 hours

Time: 2:00pm-5:00pm

INSTRUCTIONS

- Attempt **any four** questions
- All questions carry equal marks
- Start answering each question on a fresh page
- Write clearly and provide real-life examples whenever possible

Question One

- (i) Write short notes on the following terms as used in strategic planning and management.
 - (a) Strategic planning (5 marks)
 - (b) Strategic management (5 marks)
- (ii) With relevant examples, explain why conventional planning fails. (15 marks)

Question Two

- (a) Differentiate between stakeholder analysis and SWOT analysis as used in strategic planning and management. (10 marks)
- (b) SWOT analysis involves both external and internal analyses. Using relevant examples, explain the four major components of the external analysis and reasons why each of the four components of external analysis is important. (15 marks)

Question Three

- (a) With relevant examples, identify and explain the four components of analysis of the external environments of an organisation. (16 marks)
- (b) What are the characteristics of an effective strategic plan? (9 marks)

Question Four

Using examples, explain the benefits of strategic planning. (25 marks)

Question Five

- (a) What do you understand by the terms mission, vision and values? (10 marks)
- (b) What is the importance of organisational values and principles? (15 marks)

Question Six

- (a) What do you understand by local economic development (LED)? (5 marks)
- (b) Discuss the five stage strategic planning process. (20 marks)