

KIBABII UNIVERSITY COLLEGE (KIBUCO)

UNIVERSITY EXAMINATION

2013/2014 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

MASTER OF EDUCATION DEGREE

EDUCATIONAL MANAGEMENT AND POLICY

COURSE CODE: EPM 816

COURSE TITLE: STRATEGIC MANAGEMENT

INSTRUCTIONS

- **Question one in Section A is Compulsory**
- **Answer any other two Questions from Section B**

SECTION A

1. a) Discuss five reasons why organizations should adopt strategic planning and management (10mks)
- b) Discuss how technology can be used to improve the competitive advantage of a training institution (10mks)

SECTION B

2. In the wake of high demand in higher education in Kenya, discuss and justify the business level strategies you would recommend to an entrepreneur who wishes to invest in a middle level college (20mks)
3. a) Explain the key areas of the school organization in which strategic objectives may be set (5 mks)
- b) With reference to a social organization of your choice, identify and describe the key components of its mission statement (15 mks)
4. a) What are the possible outcomes of strategy implementation (7mks)
- b) Discuss the major activities that need to be carried out by an organization to effectively implement strategy (8 mks)
5. Strategy follows structure. Discuss (20mks)