



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY EXAMINATION

2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

MASTER OF EDUCATION DEGREE

EDUCATIONAL MANAGEMENT AND POLICY

COURSE CODE: EPM 816

COURSE TITLE: STRATEGIC MANAGEMENT

DATE: 20TH MAY, 2014

TIME: 3:00P.M. – 6:00P.M.

INSTRUCTIONS

- **Question ONE is Compulsory**
- **Answer any other TWO Questions**

Question one: Compulsory

- a) Justify why organizations should adopt strategic planning and management. (10mks)
- b) Explain the key areas of the school organization in which strategic objectives may be set. (10mks)

Question Two

- a) What are the greatest challenges in data collection at school level. (8mks)
- b) Evaluate the relevance of data collected by schools in preparation for the development of a strategic plan. (12mks)

Question Three

- a) Discuss the key components of an implementation plan matrix. (10mks)
- b) In the wake of high demand for higher education in Kenya, justify the business level strategies you would recommend to an entrepreneur who wishes to invest in a middle level college. (10mks)

Question Four

Critically analyze the role of SWOT and PESTEL tools in identifying internal and external factors that influence the strategic planning process in a school. (20mks)