PAN AFRICAN CHRISTIAN UNIVERSITY

UNIVERSITY EXAMINATIONS 2025/2026

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT

CDC 414: STRATEGIC MANAGEMENT

Date: 6th April 2026 **Timeline: 2 Hours**

Instructions:
There are **FOUR QUESTIONS**. Answer any **THREE QUESTIONS**.
Each question is 20 marks. ***Support your answers with relevant examples.**

QUESTION ONE

a) Strategic management represents a continuous and systematic process through which organizations navigate complexity and uncertainty to achieve sustainable competitive advantage. Explain, with examples, the **FOUR** key phases/ stages in strategic management (20 marks)

QUESTION TWO

a) Highlight and discuss, with examples, any **FIVE** challenges in strategic planning and management (10 marks)

b) With relevant examples or with a project of your choice, highlight any **FIVE** principles that guide the implementation of strategic planning and management (10 marks)

QUESTION THREE

a) Strategic planning differs sharply with strategic management despite the use of the two terms interchangeably to achieve competitive advantage by organizations. With examples, discuss any **FIVE** differences between strategic planning and strategic management. (10 marks)

b) With relevant examples, explain the process of environmental scanning in strategic planning and management, while providing the relevant tools used (10 marks)

QUESTION FOUR

a) With relevant examples, discuss any **FIVE** benefits of Strategic Planning and Management (10 marks)

b) Highlight and explain **FIVE** biblical perspectives that support strategic planning and management. (10 marks)