



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE  
PUBLIC HEALTH/ COMMUNITY HEALTH AND DEVELOPMENT**

**4<sup>th</sup> YEAR 2<sup>nd</sup> SEMESTER 2018/2019 ACADEMIC YEAR**

**KISII CAMPUS**

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**COURSE CODE: ABA 405**  
**COURSE TITLE: STRATEGIC MANAGEMENT**  
**EXAM VENUE :**  
**STREAM : (BSc. P. Health / Comm Hlth & Dev)**  
**DATE :**  
**EXAM SESSION:**  
**TIME : 1.5 HOURS**

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**Instructions:**

- 1. Answer all questions in section A and any other 2 questions in Section B.**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

**SECTION A Answer all questions in this section (30 marks)**

- 1(a). Explain how the swat matrix can be used as a tool for strategic planning process (10mrks)
- (b) Differentiate between strategic formation and strategic implementation (10mrks)
- (c). Strategy Implementation is the sum total of the activities and choices required for execution of a plan and explain the challenges associated with it. (10mrks)

**SECTION B Answer any two Questions (40 Marks)**

- 2 (a) Define different types of oral structures and the roles (10mrks)
- (b) Strategic control focuses on monitoring and evaluating the strategic process. With the help of a diagram, describe the steps involved in control process (10mrks)
- 3 (a) Elaborate on the various strategic issues in nonprofit making organizations. (10mrks)
- (b) Explain the aim of studying strategic management (10mrks)
- 4 (a) Discuss the levels in strategic management and explain the role each level plays. (10mrks)
- (b) Outline at least five major legislation affecting strategic management (10mrks)