



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN  
INFORMATION AND COMMUNICATION TECHNOLOGY**

**4<sup>th</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: ICT 3415**

**COURSE TITLE: ICT POLICY AND STRATEGIC PLANNING**

**EXAM VENUE:**

**STREAM: ICT**

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question 1 (Compulsory) and ANY other two questions**
- 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**

**INSTRUCTIONS: Answer question ONE and any other TWO questions**

## QUESTION ONE

- (a) Define an ICT policy and strategy ( 4 Marks)
- (b) What is strategic plan and why is it useful to an organization (4 Marks)
- (c) List and discuss the components of a strategic plan (4 Marks)
- (d) Discuss the steps of coming up with a strategic plan (4 Marks)
- (e) Regardless of whether your organization is future planning for specific products, work, personal or any other area, the SWOT analysis process is the same. Explain (6 Marks)
- (f) What are some attributes of a useful strategic plan? (6 Marks)
- (g) Strategic planning serves a variety of purposes in organization. Explain two (2 Marks)

## QUESTION TWO

- (a) The formulation, deployment and maintenance of strategic ICT solutions encompasses many aspects, therefore a comprehensive ICT planning is essential in having a good ICT management for the effective implementation of ICT initiatives. Discuss (6 Marks)
- (b) Using academic principles and examples to illustrate your answer, assess the concepts of:
  - i. Strategy (4 marks)
  - ii. Strategic planning (5 marks)
  - iii. Strategy development. (5 marks)

## QUESTION THREE

- (a) Using the five forces framework, evaluate a competitive environment of your choice. (6 Marks)
- (b) Review the limitations of using the five forces framework. (5 Marks)
- (c) Analyze what is meant by the term ‘strategic drift.’ (9 Marks)

## QUESTION FOUR

- (a) Discuss the importance of purpose to an organization, and how that purpose may be regarded as synonymous to the purpose that underpins human existence. (6 Marks)
- (b) Discuss the dangers of mismatch between corporate image and corporate identity. What strategies are possible for closing this difference gap? (6 Marks)
- (c) How can the emergence of the importance of corporate social responsibility be seen as a threat to the purpose of an organization? (8 Marks)

## **QUESTION FIVE**

- (a) What are the different ways in which the external environment can be explored, and for what purposes? (5 Marks)
- (b) In what ways is knowledge of industry life cycles helpful to the strategic management of organizations? (5 Marks)
- (c) What are the defining characteristics that determine the internal competitive advantage of an organization? ( 5 Marks)
- (d) How can a SWOT analysis be useful for both internal and external organizational environmental analysis? (5 Marks)