



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2009/2010

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SPORT SCIENCE
(RECREATION AND LEISURE MANAGEMENT)**

SLR 405: STRATEGIC MANAGEMENT IN RECREATION AND SPORTS

DATE: Wednesday 23rd December 2009

TIME: 2.00pm – 4.00pm

INSTRUCTIONS:

ANSWER ANY THREE QUESTIONS

EACH QUESTION IN SEPARATE BOOKLET

1. a) Justify the role of environmental scanning in strategic management.
[7.3marks]
- b) Explain the use of PESTEL in analyzing sport and recreation
 organizations. [16marks]
2. Discuss the shortcomings of strategic planning for sports and recreation
 organizations. [23.3marks]
3. Apart from environmental scanning explain other main stages involved in
 strategic planning for sport and recreation organizations. [23.3marks]

4. a) Explain the role of monitoring and evaluation in strategic management process for sport organizations. [13.3marks]
- b) State the challenges likely to be encountered during monitoring and evaluation of sport organizations in Kenya. [10marks]
5. a) Explain the major flagship projects in the Kenya's vision 2030. [10marks]
- b) Give a critique of Kenya's vision 2030 in relation to Recreation and Sport. [13.3marks]

END