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KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF PUBLIC POLICY AND ADMINISTRATION AND EXECUTIVE MASTER OF PUBLIC POLICY AND ADMINISTRATION

APP 816: STRATEGIC MANAGEMENT IN PUBLIC SECTOR

DATE: Friday 1st April, 2016 **TIME: 5.30 p.m - 8.30 p.m**

INSTRUCTIONS:

Answer Question 1 and ANY other TWO

1. **Read the hypothetical case below and answer the questions that follow.**

Ukulima Regulatory Authority is a recently formed government SAGA with the mandate of providing policy and direction in the processing of primary agricultural produce. The CEO has been asked by the Board of Directors to develop a five-year Strategic Plan to give the SAGA, a road map.

As the head of Planning and Development, the CEO has asked you to develop a paper to enlighten him on the processing of planning.

Required: Explain in your paper the following issues:

a) Mistakes planners should avoid when formulating strategic plans. (14 Marks)

b) Four benefits of making the planning process very participatory. (8 Marks)

c) Strategy lenses are likely to influence the planning process. (8 marks)

2. a) 'Planning is an oxymoron'. Provide a critical appraisal of this statement. (5 Marks)

b) Explain SWOT analysis technique, highlighting its importance in the strategizing process. (10 Marks)

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3. Examine the criteria that you would apply in the quality of strategies during their formulation and implementation. (15 Marks)

4. Using an appropriate diagram, explain GAP analysis as a tool for strategic analysis. (15 Marks)

5. Explain Porter's Five-forces framework of industry analysis. (15 Marks)