



66

**KIBABII UNIVERSITY****UNIVERSITY EXAMINATION  
ACADEMIC YEAR 2024/2025****SECOND YEAR SECOND SEMESTER REGULAR EXAMINATION****DOCTOR OF PHILOSOPHY IN EDUCATION IN EDUCATIONAL PLANNING AND  
MANAGEMENT/POLICY STUDIES****COURSE CODE: EPM 9200****COURSE TITLE: STRATEGIC PLANNING AND MANAGEMENT****DATE: 22/01/2025  
3HOURS****TIME: 8:00-11:00 AM****DURATION:****INSTRUCTIONS TO CANDIDATES**

Answer Question One (compulsory) and Any other TWO (2) Questions

**KIBU observes ZERO tolerance to examination cheating**

This Paper Consists of 3 Printed Pages. Please Turn Over. ➡

**Kibabii University ISO 9001:2015 Certified**  
Knowledge for Development

15 copies

**SECTION A.**

**QUESTION ONE.**

- a) Using the University Education Sub Sector as an example, and relying solely on your impression, evaluate the impact of the Michael Porters five forces that drive competition in that sector (20 Marks)
- b) Briefly explain the following strategic management concepts (10marks)
- i) Micro Environment
  - ii) The company mission
  - iii) Company vision
  - iv) Strategic management process

**SECTION B**

**QUESTION TWO**

You are the head of corporate strategy in your organization. You are in the process of setting the firms future strategic direction, facilitating strategy formulation at both corporate and business level. Using relevant examples, discuss how you would utilize the following frameworks in the task of strategy analysis and choice.

- i) Boston Consulting Group Matrix (7marks)
- ii) Ansoff's Product/Market approach (8marks)

**QUESTION THREE**

The practice of corporate strategic management involves various strategic levels within a corporate organization.



- a) Explain these levels of strategy in a corporate organization. (12marks)
- b) Give three examples of a decision that is made at each of the respective levels. (3marks)

**QUESTION FOUR**

Discuss how the Board of Management of Zima High School can apply and use SWOT analysis in integrated strategic planning process of the school's strategic plan (15marks)

**QUESTION FIVE**

The County Director of Education of Bungoma has invited you to make a presentation to the Board Members of Secondary schools in the County on what could be some of the causes of resistance to change among teachers and students in a school. Go ahead and make your presentation citing how can deal with the resistance (15marks)