



MURANG'A UNIVERSITY COLLEGE
(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)
SCHOOL OF BUSINESS

HUMAN RESOURCE DEPARTMENT

2015/2016 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER ORDINARY EXAMINATIONS

BACHELOR OF SCIENCE IN HUMAN RESOURCE MANAGEMENT

HEH 2401: POLICY & STRATEGIC PLANNING

TIME: 2 HOURS

DATE: 7-12-2015

INSTRUCTIONS: Answer question 1 and any other two questions.

QUESTION ONE

- a) Explain the basic management cycle model and the logic behind it (10 Marks)

- b) The Purpose driven Organization has requested you to guide them as a consultant through preparation of a strategic plan. Write short notes on the following to serve as a guideline in the process (15 Marks)

- c) State the role of stakeholders in strategic management (5 Marks)

QUESTION TWO

Discuss strategy in terms of

- a) Views (6 marks)
- b) Responsibility (6 Marks)
- c) strategic issues (8 Marks)

QUESTION THREE

‘Analysis of an organization should be both internal and External’. Using BPEST and SWOT discuss the statement (12 Marks)

- b) Discuss at least three theoretical models of strategy (8 Marks)

QUESTION FOUR

- a) Discuss strategic implementation and evaluation (14 Marks)
- b) Explain factors contributing to changing the environment in an organization (6 Marks)