



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF HEALTH, SCIENCE AND TECHNOLOGY

DEPARTMENT OF DIGITAL TECHNOLOGY

EXAMINATION PAPER

COURSE CODE : CDT 406
COURSE TITLE : Strategic Management and IT
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 4.2
DATE : November 2021

08 FEB 2022

INSTRUCTIONS TO CANDIDATES:

1. This paper consists of 2 sections
2. Answer **ALL** Questions in SECTION A and **ANY THREE** Questions from SECTION B in booklet provided.
3. Start each Question on a new page

There are 3 printed pages for this question paper

SECTION A

Answer all questions from this section

Question 1

- a. Define strategic management. (2 Marks)
- b. Describe four importance of strategic management. (8 Marks)

Question 2

Clearly distinguish between the following:

- a. Plan and policy
- b. Programmed strategy and contingency strategy
- c. Strategy and tactic
- d. Organizational vision and mission statement
- e. Corporate image and corporate identity (5 x 2 Marks)

Question 3

- a. Illustrate the strategic management process. (5 Marks)
- b. Outline the five key characteristics of a strategist. (5 Marks)

Question 4

- a. Outline the four elements of an action plan (8 Marks)
- b. Explain two importance of a mission statement. (2 Marks)

SECTION B

Answer any THREE Questions from this section

Question 5

Are Porter's five forces still appropriate for managing today's business environment?
Discuss. (20 Marks)

Question 6

With the support of practical examples explain how organisations in Zimbabwe are using diversification as a strategy. (20 Marks)

Question 7

Explore in detail the different types of attack strategies that organisations in Zimbabwe can use to gain a competitive advantage.

(20 Marks)

Question 8

With the support of practical examples, discuss why it is important for a company to always align information system goals with overall business goals.

(20 Marks)

***** Wish you all the best *****

