



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 : 07 OCT 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

How can a SWOT analysis be useful for both internal and external organizational environmental analysis? **(10 Marks)**

Question 2

Define the following terms as used in Strategic Management:

- a. Strategic alignment
- b. Strategic drift
- c. Competitive Advantage
- d. Strategic Decay
- e. Strategic Fit

(5 x 2 Marks)

Question 3

According to Michael Porter, is an organization that offers a cheap price operating a cost leadership strategy? **(10 Marks)**

Question 4

- a. Outline the five importance of strategic management. **(5 Marks)**
- b. Describe the purpose of Vision and Mission to the organisation. **(5 Marks)**

SECTION B

Answer any THREE Questions from this section

Question 5

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)**

Question 6

Outline in detail the thrust of the Zimbabwean National Development Strategy 1 (NDS1).

(20 Marks)

Question 7

- a. With the aid of an example, define a mission statement (2 Marks)
- b. Using the example above, identify and briefly explain the 9 components of a mission statement (18 Marks)

Question 8

With the support of practical examples explain in detail how Zimbabwean organisations are using offensive strategies. (20 Marks)

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

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