



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF SCIENCE ,TECHNOLOGY, AGRICULTURE & FOOD
SYSTEMS DEVELOPMENT.

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 :

13 APR 2023

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. Distinguish between a company vision and mission statement. (2 Marks)
- b. Why is it important that every member of the organisation understands the business' vision and mission statement? (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. With the aid of relevant examples, explain what is meant by the terms substitute product/service (4 marks)
- b. Is Pepsi Cola a substitute for Coca-Cola? Justify your answer (6 Marks)

Question 4

Outline the fundamental differences between outside-in and inside-out thinking about strategic management, and their influence on strategy. (10 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

Discuss the fundamental differences between outside-in and inside-out thinking about strategic management, and their influence on strategy. **(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 *****

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