

ASSESSMENT # 4**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions

(16)

- I. What is Strategic Planning?
- II. Describe the role of strategic planning in an organisation.
- III. What is a Value Statement?
- IV. Describe the different types of decisions approaches.
- V. What is the role of setting priorities in a strategic plan?
- VI. Outline the four perspectives of a strategic plan.
- VII. Discuss the elements (ABC to W) that should be included during the implementation of the strategic plan.
- VIII. Describe the three phases of transition set out by William Bridges.

Q: 2: What does SWOT stand for? Discuss SWOT Analysis in detail.

(4)

Q: 3: What is a Mission Statement? Outline the elements that should be kept in mind when creating a mission statement.

(4)

Q: 4: When designing a strategic plan, what are the eight essential ingredients that will help you to define problems?

(3)

Q: 5: What is SPIRIT? How does it help in setting goals?

(3)