



Investing in Africa's Future

COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES

**NMPM 210: STRATEGIC PLANNING AND MANAGEMENT
IN THE PUBLIC SECTOR**

END OF SEMESTER EXAMINATIONS

APRIL 2026

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TIME: 3 HOURS

INSTRUCTIONS

1. This paper contains **six** questions.
2. Answer any **four** questions.
3. Start each question on a new page.

1. 'Success of strategy implementation is largely dependent on the change process in creating ownership for proposed strategies'. Discuss this statement with reference to organisational culture. **[25 marks]**
2. Perform a PESTLE Analysis for a public corporation entering a new emerging market. **[25 marks]**
3. With the aid of examples, discuss the corporate-level, business-level, and functional-level strategies. **[25 marks]**
4. Explain the concept of core competencies and its role in competitive advantage within public enterprises **[25 marks]**
5. Differentiate between vision and mission statements and discuss the features of an effective mission statement. **[25 marks]**
6. Define strategic intent and explain the hierarchy of strategic intent. **[25 marks]**

END OF EXAMINATION