

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR II SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN PROJECT MANAGEMENT**

**HEPM 2203: STRATEGIC PROJECT MANAGEMENT**

**DATE: DECEMBER 2018 TIME: 2 HOURS**

INSTRUCTIONS: Answer question one and any other two questions.

QUESTION ONE

a. Define the term strategic management and explain four key features of Strategic Project Management. (10 marks)

b. A project manager to manage a project successfully must be able to master and control the activities with a project cycle. Using a diagram explain the strategic project cycle. (10 marks)

c. Explain briefly the following terms as used in project strategy definition.

 i. Project strategy

 ii. Contribute

 iii. Direction

 iv. Success

 v. Environment

QUESTION TWO

a. Differentiate between the term project evaluation and project autonomy as applied in strategic project management. (2 marks)

b. You have been invited to the annual roundtable meeting of professional project managers association meeting. The association has requested you to deliver a talk on project management strategy types. Outline and explain at least four project management strategy types that you will address in your presentation. (16 marks)

QUESTION THREE

a. You are working with Royal Group of companies which has been dominating the eastern and southern African market with its products. Due to globalization and the improvement of information technology several products from competitors from all over the world have entered the market at cheaper prices. The management suspects that if it can improve on its strategic projects management it can have a competitive edge over these competitors. For that purpose you are required to develop a key strategic project management process stages that a project must undergo to ensure what the company is turned around. (15 marks)

b. Briefly outline FIVE project Management Methodologies used in Kenya. (5 marks)

QUESTION FOUR

Studies by project management researchers have concluded that projects can be implemented using varied strategies depending on many factors. State and explain at least five categories of project strategies as used in strategic project management.

QUESTION FIVE

a. Outline four characteristics of a good selection model. (8 marks)

b. Briefly describe the four approaches to project selection and screening. (12 marks)