



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF ARTS WITH INFORMATION
TECHNOLOGY**

CITY CAMPUS

**PGS 223: LOCAL ECONOMIC DEVELOPMENT AND STRATEGIC
PLANNING**

Date: 22nd April, 2016

Time: 2.00 - 4.00pm

INSTRUCTIONS:

- **Answer Question ONE and any other TWO Questions.**



1. a) Write short notes on the following (10 marks)
 - i) Vision and Mission
 - ii) SWOT Analysis
- b) With aid of a diagram, discuss the classical economic growth process. (10 marks)
- c) Why is LED important? (5 marks)
- d) What is the role of local leadership in strategic planning? (5 marks)
2. a) With aid of a diagram, demonstrate the strategic planning process. (10 marks)
- b) Explain the FOUR strategic planning models. (10 marks)
3. a) State the various approaches that communities can use to respond to their LED needs. (10 marks)
- b) Indices of Social Development (ISD) consists of many indicators to track how different societies perform along dimensions of social development. Explain five dimensions of social development. (10 marks)
4. a) Describe sustainability and its main dimensions (10 marks)
- b) Explain the main steps of place branding? (10 marks)
5. a) Explain the various beneficiaries of a Social Investment Package. (10 marks)
- b) State the procedural prerequisites for planning a successful led strategy (10 marks)
6. Discuss the key principles for achieving successful strategy for local economic development. (20 marks)