

**Answer the following questions:**

**Q: 1:** Short Questions

(15)

- I. What is Strategic Planning?
- II. Describe the role of strategic planning in an organisation.
- III. What is a Value Statement?

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

(7)

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

(8)