



**AMREF INTERNATIONAL UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**JANUARY – APRIL 2023 SEMESTER**

**SCHOOL OF PUBLIC HEALTH**

**DEPARTMENT OF COMMUNITY HEALTH**

**MASTER OF PUBLIC HEALTH**

**COURSE CODE: MAP 721**

**COURSE TITLE: PROJECT DESIGN AND MANAGEMENT**

**DATE:** 24<sup>th</sup> April 2023

**TIME:** Three Hours **Start:** 4 PM **Finish:** 7 PM

**Instructions**

1. This exam is marked out of 100 marks
2. This Examination comprises TWO Sections
3. This online exam shall take THREE Hours
4. Late submission of the answers will not be accepted
5. Ensure your web-camera is on at all times during the examination period
6. No movement is allowed during the examination
7. Idling of your machine for 5 min or more will lead to lock out from the exam
8. The Learning Management System (LMS) has inbuilt integrity checks to detect cheating
9. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
10. In case you have any questions call the Head of Department on Tel 0720573449
11. For adverse incidences please write an email to: [amiu.examinations@amref.ac.ke](mailto:amiu.examinations@amref.ac.ke)

## COMPULSORY QUESTION ONE

### Question 1

- (a) Explain the following concepts used in project management and give examples.
- (i) Change language (3 Marks)
  - (ii) Results chain (3 Marks)
  - (iii) Competitive advantage (3 Marks)
- (b) Last month you attend a lecture on project management. In his concluding remarks, the lecturer stated that a project has a lifecycle. Further that the various components of a project lifecycle are related. Explain the relationship amongst the various components of a lifecycle giving 4 examples. (16 Marks)

## CHOOSE THREE OF THE FOLLOWING FIVE QUESTIONS

### Question 2

- (a) Explain the relationship between performance appraisal and performance management? (5 Marks)
- (b) Janet has been employed by Global Population Project as a human resource manager for the last four years. Every year Janet has ensured performance appraisal is done for each staff. Last week she attended a training on human resource management. One of the key recommendation was that Janet should shift her organization from doing performance appraisal and instead focus on performance management. Discuss five actions that Janet should initiate to realize this task. (20 Marks)

### Question 3

- (a) Discuss the statement that “ A plan is not a strategy”. Give 2 examples. (9 Marks)
- (b) A recent evaluation of your project recommended that there is an urgent need to strengthen the competitiveness of your organization to maintain the current level of funding. The report further stated that your organization should conduct a SWOT analysis. Discuss the use of SWOT analysis to improve competitiveness of your organization. Give 4 examples. (16 marks)

#### **Question 4**

- (a) Analyze the strength and limitation of using proxy indicators to assess project progress . (10 Marks)
- (b) It has been argued that for indicators to be objectively applied, these need to be defined. The definition explains exactly how the indicator is measured or calculated. Using a project of your choice identify three indicators and provide a definition for each indicator.(15 Marks)

#### **Question 5**

- (a) Explain the meaning of the term “Project proposal marketing” and give two examples (5 Marks)
- (b) President Paul Kagame has argued that in Africa we have everything that we need in real terms. Whatever is lacking we have means to acquire and yet we remain mentally married to the idea that nothing will get moving without external funds. Using this statement, discuss five methods that you will use to mobilize internal funds for your organization. (20 Marks)

#### **Question 6**

- (a) Identify two tools for community participation and discuss stakeholders role when each tool is applied in the project planning process (9 Marks)
- (b) Analyze two strengths and two limitations of each tool (16 Marks)