



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022 /2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF COMMERCE**

**COURSE CODE: BCM 4195
COURSE TITLE: MANAGEMENT OF STRATEGIC
CHANGE**

DATE:13TH DECEMBER 2022

TIME: 1100-1300HRS

INSTRUCTIONS:

1. Attempt questions one and any other three.
2. Do **NOT** write on this question paper

QUESTION ONE

- i. What are the three levels of change in organizations and their importance in strategic change management
(10 Marks)
- ii. Explain five central tasks of strategic management and their relevance in strategic change management
(15 marks)

QUESTION TWO

Change in organizations is influenced by both internal and external forces. Discuss any five external sources of change in an organization
(15 marks)

QUESTION THREE

As a manager, you are assigned the responsibility of implementing a major change in the organization. Discuss seven methods by which employees demonstrate resistance to change and their effects in an organization
(15 marks)

QUESTION FOUR

You are a guest speaker at a manager's seminar on strategic change management.

- a) Explain to them any five methods of overcoming employee's resistance to change in a firm. **(5 marks)**
Discuss the three fundamental characteristics of a strategy and their application in strategic management **(6 marks)**

QUESTION FIVE

A change is only successful if the whole company really wants it. Discuss the 8 step strategic change management by Philip Kotler **(15 marks)**

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