



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023 /2024 ACADEMIC YEAR

SECOND YEAR FOURTH FIRST SEMESTER

SCHOOL OF BUSINESS & ECONOMICS

BACHELOR OF COMMERCE

COURSE CODE: BCM 4195

**COURSE TITLE: MANAGEMENT OF STRATEGIC
CHANGE**

DATE: 13/12/ 2023

TIME: .0830-1030 HRS

INSTRUCTIONS:

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

Question one

As a manager, you are assigned the responsibility of implementing a major change in the organization.

- a) What are the characteristics of a planned change? **(10marks)**
- b) Discuss **FIVE** reasons why people may resist change in organizations. **(10 marks)**

Question two

You are a newly appointed manager in a company which requires a strategic change after making losses in the last three years. Based on the strategic management process, describe the steps which you would follow and the issues to be addressed in each step. **(15 marks).**

Question Three

- a) Explain with relevant examples the three strategies/strategic approaches used by manager when addressing issues to do with market competition. **(6 marks)**
- b) Discuss the three levels of change in an organization. **(9 marks)**

Question Four

You are invited as a guest speaker at a manager's conference at Maralink hotel in Narok town. Prepare a presentation paper addressing the issue of internal sources of change in the hotel business? **(15 marks)**

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