



# MAASAI MARA UNIVERSITY

## REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND  
ECONOMICS  
BACHELOR OF COMMERCE**

**COURSE CODE: BCM 4270  
COURSE TITLE: CONTEMPORARY  
ISSUES IN  
MANAGEMENT**

**DATE: 17/04/2019  
1100-1300HRS**

**TIME:**

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### **INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** Questions

*This paper consists of 2 printed pages. Please turn over.*

### **Question one**

a) Today organizations are experimenting with a variety of new features that are generally designed to enhance their competitiveness. Discuss the features of new organizational forms.

**(10 marks)**

b) Highlight five advantages of new organizational forms. **(5 marks)**

c) Discuss five new emerging organizational forms. **(10 marks)**

### **Question two**

KK securities corporation has faced a new wave of conflicts among its employees. A new manager has been employed to address the situation. Describe the techniques that he may adopt to resolve the conflicts.

**(15 marks)**

### **Question three**

Critically examine the various modern management approaches that are likely to influence Kenya Airways' decision making, as it strategizes to increase the profits of the direct flight into the United States of America market.

**(15 marks)**

### **Question four**

a) Describe five problems faced by managers in the international environment.

**(10 marks)**

b) Explain five internal constraints that managers are faced with in their daily routine.

**(5 marks)**

**Question five**

As a change agent you have been asked to present a seminar on how to design an organizational transformation programme. Using a specific scenario discuss the contents of your paper.

**(15 marks)**

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**END**.....