



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 4193

**COURSE TITLE: MANAGEMENT OF STRATEGIC
CHANGE**

DATE: 18/04/2019

TIME: 1100-1300HRS

INSTRUCTIONS TO CANDIDATES

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

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

1. (a) Define the following terms
 - i. Vision (2 Marks)
 - ii. Mission (2 Marks)
 - iii. Objectives (2 Marks)
 - iv. Strategy (2 Marks)
 - v. Managing change (2 Marks)
- (b) You are a manager at Seasons hotel in Narok town, explain to your friend any four sources of change likely to affect your strategic decisions (7 Marks)
- (c) Discuss any four types of change in an organization and their effects on employee's feelings (8 Marks)
2. Identify and analyze the steps involved in the strategic change management (15 Marks)
3. You are part of a management team assigned the responsibility of implementing a major change in the organization. Identify four reasons why people resist change and explain what you would do to ensure that the new change in your organization is successful. (15 Marks)
4. There are eight main methods of accomplishing change in organizations. Discuss any five methods which can be applied to effect a strategic change at Maasai Mara university (15 Marks)
5. You have been invited by Naivas supermarket to address its branch managers on the issue of how resistance to change is shown by employees in an organization. Identify and discuss five main methods by which people demonstrate resistance. (15 marks)

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