



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2019 /2020 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER

SCHOOL OF BUSINESS & ECONOMICS BACHELOR OF COMMERCE

COURSE CODE: BCM 4195

**COURSE TITLE: MANAGEMNT OF STRATEGIC
CHANGE**

DATE:16TH DECEMBER 2019

TIME: 8.30 – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

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

1. Change in organizations is influenced by internal or external forces
 - (a) Discuss five external sources of change in organizations. (10 marks)
 - (b) Discuss the three levels of change. (15 Marks)
2. Abigail, your former classmate at Maasai Mara University has been appointed as the new CEO at Mara Enterprises Ltd at Nakuru city. Explain to her in details the factors/forces which could cause a planned change in a business organization.
3. As a manager, you are assigned the responsibility of implementing a major change in the organization. Discuss **FIVE** reasons why people may resist change in organizations. (15 marks)
4. Name and explain the steps involved in the implementation of strategic changes. (15 marks)
5. You are a guest speaker at a manager's seminar on strategic change management. Explain to them any five methods/strategies an organization can adopt to overcome resistance to change. (15 marks)

//END