



**MAASAI MARA UNIVERSITY**  
**REGULAR UNIVERSITY EXAMINATIONS**  
**2021 /2022 ACADEMIC YEAR**  
**FOURTH YEAR FIRST SEMESTER**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**BACHELOR OF COMMERCE**  
**(PURCHASING AND SUPPLIES)**  
**COURSE CODE: BCM 4195**  
**COURSE TITLE: MANAGEMNT OF STRATEGIC**  
**CHANGE**

**DATE:**

**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*

1. Change in organizations is influenced by internal or external forces
  - a) Describe the importance of strategic change management to a manager in a business organization (6marks)
  - b) Discuss five external sources of change in organizations. (10 marks)
  - c) Explain the three levels of change. (9Marks)
  
2. a) You are a guest speaker at a manager's seminar on strategic change management. Explain to the participants any five methods/strategies an organization can adopt to overcome resistance to change. (10 marks)  
  
b) 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. (5 marks)
  
3. Explain the steps involved in a strategic planning process (15 marks)
  
4. Planned change can follow either evolutionary model or the revolutionary model of change. Explain the main features of each model (15 marks)
  
5. Explain the role of leadership in the management of strategic change in a business organization (15 marks).