



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF SCIENCE IN HUMAN RESOURCE  
MANAGEMENT**

**COURSE CODE: BHR 303**

**COURSE: CULTURAL RE-ENGINEERING**

**DATE:16-04-2018**

**TIME: 8.30 A.M.- 10.30 A.M.**

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## **INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory. Answer any other **THREE** questions

1. (a) "When the corporate culture is strong, instructions are interpreted in a common way so that work is done in a similar manner. Motivation and loyalty among employees is increased consequently the productivity of the workforce improves" Discuss **(15 marks)**  
 (b) Critically evaluate the role of organizational culture in influencing an enterprise's direction in technological and economic advancement **(10 marks)**
  2. Explain the role of managers as cultural integrators. **(10 marks)**  
 (b) Explain the importance of culture to organizational management. **(5 marks)**
  3. (a) "Organizational culture is a set of common understandings around which action is organized finding expression in language whose nuances are peculiar to a group" Discuss. **(10 marks)**  
 (b) ) Explain the role that effective communication plays in the process of instituting change. **(5 marks)**
  4. State the elements that support successful change management. **(15 marks)**
  5. (a) "Instituting change within organizations is a gradual process that requires patience. **(10 marks)**  
 (b) Explain the causes of resistance to change. **(5 marks)**
- marks) .....The end.....**