



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY – APRIL 2019 TRIMESTER**

**FACULTY OF COMMERCE**

**MBA EVENING PROGRAMME**

**CMM 612: MANAGEMENT OF CHANGE FOR COMPETITIVE SUCCESS**

**Date: APRIL 2019**

**Duration: 3 Hours**

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

- Q1. Show that in a manufacturing organization operating in Kenya today has to change its business process to satisfy the requirement of current motor vehicle buyers. **(30 marks)**
- Q2. If you were retained to advice newly appointed management of Kenya Airways to assist them think through changing an operation procedure in their business , how would they do this? **(15 marks)**
- Q3. Set out the parameters you would test to recruit a capable change manager of a service industry firm. **(15 marks)**
- Q4. Argue for a strong ethical programme in a food and beverage company best known to you. **(15 Marks)**
- Q5. Suppose you were to explain why change management has become the backbone of any successful company today in media what would say is the explanation **(15 marks)**

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