



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2014 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 424: TOPICS IN MANAGEMENT

Date: DECEMBER 2014

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Suppose you were called upon to explain two current issues that business face currently arising from interpersonal role of a manager, what would your statement contain? **(30 marks)**
- Q2. Explain briefly how learning takes place and the use 'management may derive from learning. Illustrate your answer. **(20 marks)**
- Q3. Breakdown the components of organization culture and suggest the significance of culture in organization performance using a currently operating business. **(20 marks)**
- Q4. Provide a brief explanation of how an ethical issue may arise from business processes of managing a university in Kenya today and explain the gains university would get by attending to these issues. **(20 marks)**

END