



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

O DEL PROGRAMME

CMM 425: MANAGEMENT OF CHANGE

Date: APRIL 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Address Board of Management of a company quoted in Nairobi Stock exchange on the what they need to pay attention when effecting change in their organization and what skills Key managers require to successfully influence the organization to change **(30 marks)**
- Q2. Provide a frame work of change that CUEA can use to change its business process to be fully technology driven **(20 marks)**
- Q3. Suppose you were to prove change Management is gown as an important discipline today what would you link this to. **(20 Marks)**
- Q4. If you were to argue that there are benefits that would be gotten by a University management practicing ethics during change management what would your argument be **(20 Marks)**

END