



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

ODEL PROGRAMME

CMM 424: TOPICS IN MANAGEMENT

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) Organizations are expected to respond to social demands since they cannot survive without the society. Discuss the strategic approaches or patterns of response which organizations can adopt. **(10 marks)**
- b) Using CUEA as an example, discuss the challenges it encounters as it strives to maintain good relations with its various publics. **(10 marks)**
- c) Give a presentation to CEO's of manufacturing companies titled "ethical typology of managers in organizations" and **clearly show** why managers behave unethically. **(10 marks)**
- Q2. a) As the HR Manager of Gibo Manufacturing Company, you have received a number of complaints from functional managers about poor and problematic employees. Use the steps and strategies known to you and clearly show how you will deal with such employees. **(10 marks)**
- b) Give a talk to CEO's of manufacturing firms on Corporate Social Responsibility. Clearly guide them on **why you think**

organizations should engage in corporate social responsibility.
In your talk, include the **arguments for and against CSR**
(10 marks)

Q3. a) The success of any organization depends on the performance of its management. Guide the management of Gibo Manufacturing Company on **two** approaches that can be used to evaluate the managers and explain the merits and demerits of each approach.

(10

marks)

b) As a Management Consultant, guide the Managers of Supermarkets on the various types of decisions they are expected to make. Also take them through the decision making process.

(10

marks)

Q4. a) ***“The business world is now interconnected and most Companies have become global”***. Discuss this statement clearly showing the roadblocks which such companies encounter as they endeavor to accomplish their mandate. **(10 marks)**

b) In the recent past, some supermarkets in Kenya have been forced to close down some branches. What are the **factors** that cause corporate failure and which are the **strategies** that can be used to turn-around companies that are failing.

(10 marks)

END

