

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 1013
COURSE	: PRINCIPLES OF BUSINESS MANAGEMENT
SEMESTER/SESSION	: 2– 2022/2023 2 – 2021/2022
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Discuss **FIVE (5)** dimensions of strategic decisions. (10 marks)
- b) Strategic management is the set of decisions and actions that result in the formulation and implementation of plans designed to achieve a company's objectives.
- List any **THREE (3)** critical tasks of strategic management. (3 marks)

QUESTION 2

- a) Classify **THREE(3)** subculture. (3 marks)
- b) Nestlé is a multinational company and is of the world's largest in food and beverages industry.
- Prepare **FIVE (5)** competitive advantages Nestle may use to be competitive in their industry. (10 marks)

QUESTION 3

- a) Prepare **FOUR (4)** basic third-party roles in negotiation. (8 marks)
- c) Demonstrate **FIVE (5)** influencing styles use by the leaders. (10 marks)
- d) When a title alone is not enough to influence subordinates, personal influence is an essential leadership skill for a good leader.
- Illustrate **THREE (3)** types of influencing tactics that can be used. (6 marks)

QUESTION 4

- a) Present **FIVE (5)** importance of communication in an organization. (10 marks)
- b) Illustrate **FIVE (5)** key features of organizations that affect communication. (10 marks)
- c) List **FIVE (5)** listening styles found by Geier & Downey,1990. (5 marks)

QUESTION 5

Change management is vital in sustaining and remain competitive in a volatile environment. A well-planned change management effort has been craved by organizations in need as being more profitable, reputable and sustainable is the ultimate achievement. These changes to the pillars of the organization normally are more transformative than incremental in nature. All arrows pointing to the single biggest step an organization is to embark if they choose to ride the path of a successful change management execution – the change management readiness.

It is evident from the study of the Sime Darby Group that Change Management is important in various organizations to make them align with the current production processes and the customers' need. However, this change needs the necessary steps and procedure to attain. Change Communication entails renegotiation on the connection between the customer and the organization. Sime Darby Group communication's strategy targets:

1. Creation of a business occasion for change.
2. Describing the vision through the redesigned processes.
3. Developing the modules in the reformed process.
4. Implementation of the newly designed process.
5. Measuring the changes and establishing process enhancements.

The strategies implemented by the SB Group play a crucial role in enabling the company to achieve the required change. All the stakeholders should be incorporated in the change process to achieve the change. Therefore, team spirit and cooperation among all persons in the organization is very important.

Source: International Journal of Business and Management Invention (IJBMI)

From the case given, analyse:

- a) **TWO (2)** ways well trained managers lead the change process. (4 marks)
- b) **FOUR (4)** case for change that resulted to organizational changes. (8 marks)
- c) **FOUR (4)** types of change an organizational might have. (8 marks)
- d) Reactive vs. Proactive change processes. Which one is Sime Darby's?
(referring to the given case) (5 marks)

-----End of question-----