

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2014/2015**

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF MASTER OF BUSINESS ADMINISTRATION

**BFA 5125: CONTEMPORARY MANAGEMENT**

**DATE: OCTOBER 2015 TIME: 3 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three*** *questions*

**QUESTION ONE (24 MARKS)**

You are the business development manager of Ubora Retail Supermarket. The organization management director has asked you to make a presentation to the management team on development of a business plan. Discuss the major components of this business plan, with relevant illustrations (25 Marks)



**QUESTION TWO (12 MARKS)**

Discuss the types and characteristics of effective goals that managers develop for their organizations today. (12 Marks)

**QUESTION THREE (12 MARKS)**

Discuss the strategic management process and the SWOT analysis for a company involved in motor spare part sales (12 Marks)

**QUESTION FOUR (12 MARKS)**

Discuss reasons that make managers make bad decisions and explain how they can overcome the challenges (12 Marks)

**QUESTION FIVE (12 MARKS)**

Analyze various organizational structures and explain how they can be used innovatively to influence performance in organizations (12 Marks)

**QUESTION SIX (12 MARKS)**

Discuss various management controls used by modern managers to enhance productivity in organizations (12 Marks)