

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

***SECOND* YEAR *SECOND* SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 411**

**COURSE TITLE:PERFORMANCE MANAGEMENT**

**(FINANCE OPTION)**

**DATE: 11TH MAY 2016 TIME: 8.30-10.30 A.M**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **THREE** questions
2. All Examination Rules Apply

*This paper consists of* ***2***  *printed pages. Please turn over.*

**QUESTION ONE (25 MARKS)**

Performance management is a systematic process for improving organizational performance by developing the performance and and Teams. It also involves establishing a shared understanding about what is to be achieved and how it should be achieved and the approach to managing people that increases the probability of achieving success. In relation to this definition, discuss the importance and characteristics of this process in the management of Maasai Mara University.

**QUESTION TWO (15 MARKS)**

As an expert in Performance management, advise the management of ABC ltd on how best they can improve their performance based on the three key performance theories.

**QUESTION THREE (15 MARKS)**

Performance measurement analyzes the success of a work group, program, or organization's efforts by comparing data on what actually happened to what was planned or intended. In relation to this definition, discuss performance measures to be employed at Coca-Cola Company Ltd.

**QUESTION FOUR (15 MARKS)**

Institutions are faced with management challenges ranging from Economical to social. As an Expert in performance management, Advice the management of Coca-Cola Limited on the key emerging issues on performance management globally.

**QUESTION FIVE (15 MARKS)**

A budget is defined as a financial Plan that describes the various activities and financial allocations for a period of time. ABX ltd requested your expertise in understanding the various budgets applicable in management, advantage of budgeting and challenges faced in the process. Discuss