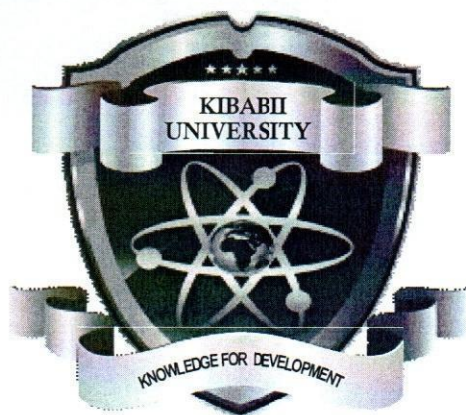


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### MAIN EXAMS

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**FOR THE DEGREE OF MASTERS OF BUSINESS  
ADMINISTRATION**

**COURSE CODE: MBA 881**

**COURSE TITLE: STRATEGIC MANAGEMENT OF CHANGE**

**DATE: 05/08/2021**

**TIME: 9.00AM-12.00PM**

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#### **INSTRUCTIONS TO CANDIDATES**

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** Questions
  - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
  - 3) Credit is given for legibility, clarity and use of relevant examples
  - 4) Question **ONE** is **40 marks** while Questions **2-5** carry **20 marks** each
  - 5) Clearly write your **Registration Number** on each answer sheet used
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**TIME: 3 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### QUESTION ONE

- a). Using examples of your choice, discuss four roles of innovation in organizational change management? (10 Marks)
- b). Suggest four ways you expect to be the next breakthrough innovation in the following sectors;
- i) Mobile Phones (10 Marks)
  - ii) Banking? (10 Marks)
  - iii) SME (10 Marks)

### QUESTION TWO

- i. Examine five traditional motives that are causing firms to expand to international level? (10 Marks) and
- ii. What are the emerging trends that are causing firms to move internationally? (10Marks)

### QUESTION THREE

You are a manager of an organization that is committed to achieving Cost leadership in order meet the intended objectives;

- i. Discuss five ways in which you will employ during the implementation process? (10 Marks)
- ii. What are the challenges that you are most likely to encounter during the implementation process? (10 Marks).

### QUESTION FOUR

You are working for an organization that has chosen a change management strategy in order to achieve intended objectives;

- i. Identify four strategies that you will use to add value for your customers that are not available to broad market competitors? (10 Marks)
- ii. Discuss the impacts of employing change management strategy in organizations? (10Marks).

### QUESTION FIVE

- i. What do we mean by nature of environment in organizations? (5 Marks)
- ii. Identify four types of environmental issues that are likely to affect organizations? (8 Marks)

iii. Discuss measures that can be employed to curb the issues identified above in (ii)?

(10Marks)