

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE, BACHELOR OF COOPERATIVE, BACHELOR OF
PROCUREMENT AND LOGISTICS MANAGEMENT, BACHELOR OF
AGRIBUSINESS MANAGEMENT**

BCOM 351/BUST 312: ORGANISATIONAL THEORY

STREAMS: BCOM, BCOP, BPLM, BEEM, BUST, AGBM Y3S1 TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

Answer Question One and any other Two

Question One

Within the Metropolitan University (MMU) is Manchester Metropolitan University Business School (MMU Business School). It has been supporting industry and commerce since 1889 and today offers undergraduate, postgraduate and higher research degrees in all major sub-disciplines of business and management. Notable growth areas include entrepreneurship and innovation, human resources management, marketing and PR, as well as accounting and finance.

MMU Business School prides itself on being the university for world-class professionals, working closely with local, national and international business with the core aim of being regional in focus and international in outlook. The £75 million Business School opened in 2012, one of the country's most environmentally sustainable academic buildings, has seen the university being recognized as Greenest UK University in 2013.

With some 4,000 undergraduate and 1,000 postgraduate students, including 60 research students and 420 professional accounting students, MMU Business School offers a comprehensive range of courses from certificates to doctoral degrees, and provides a ladder of opportunities for individuals at different stages of their business and management careers. The Business School is structured around four academic divisions and six research centers that reflect the full range of business and management studies, as well as the school's own distinctive strengths and strong commitment to research excellence.

Required:

- (a) Identify the various stakeholders of MMU Business School and justify your answer. [10 marks]
- (b) The business school is the pride of Metropolitan University. From the case study justify this statement. [10 marks]
- (c) Organizations can either be classified as service or product based. Identify the key features that distinguish between the two kinds of organizations. [10 marks]

QUESTION TWO

- (a) In his scientific approach to management, Fredrick Taylor advocated that there is only one best way to perform each task. Argue for and against this school of thought. [10 marks]
- (b) Explain the basic principles of bureaucratic organizations. [10 marks]

QUESTION THREE

- (a) Despite the popularity of Abraham Maslow's hierarchy of needs theory, critics have had doubts about its application. Explain the argument of such opponents. [10 marks]
- (b) Discuss the key elements of organizational structure. [10 marks]

QUESTION FOUR

- (a) Explain the various approaches that can be used to measure organizational effectiveness. [10 marks]
- (b) Organizational change is usually triggered by factors from within and outside the organization. Using practical examples, explain any five external factors that can lead to organizational change. [10 marks]
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