The Management University of Africa

MUA

Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA IN MANAGEMENT AND LEADERSHIP

DES 101 : MANAGING CHANGE AND COMPETITION IN MSEMES

DATE: 5TH DECEMBER 2023

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow

DAMGAN INTERNATIONAL

Damgan International was established over 5o years ago. The enterprise has done well to be voted the best managed company in the property market in East and Central Africa for the last Five years.

The success of this enterprise has been attributed to a number of factors such as its creation of good culture that has evolved with time. The cultural change enjoyed been from various sources like the discovering of various options, assimilation among others. The business has not been without its fair share of challenges emanating from area such as raising additional resources for expansion, adoption of new technology,, competition and long-time taken to settle in when new branches are opened.

Other sources of resistance have been already existing business ganging up against any new upcoming business, barriers to entry in some industries and also indigenous cultural beliefs by the local residents. Damgan has had to deal with all the above before getting fully accepted and settled in some of the markets.

Required:

a) Explain Five sources of cultural change as mentioned in the above case study **(10 Marks)**

b) Enumerate five challenges faced by Damgan International in its Expansion efforts. **(10 Marks)**

c) Explain five ways Damgan Can deal with Bully in its expansion efforts. **(10 Marks)**

QUESTION TWO

a) Explain the role of entrepreneur as a factor of production and give examples **(7 marks)**

b) Explain the role of technology in production process **(3 Marks)**

QUESTION THREE

a) Clearly enumerate four tips for successful innovation process. **(8 Marks)**

b) Define the term invention. **(2 Marks)**

QUESTION FOUR

a) List Five creative ideas an enterprise can use to market their business? **(5 Marks)**

b) Elucidate five types of Marketing Practiced by Micro, Small and Medium Enterprises in Africa. **(5 Marks).**

QUESTION FIVE

Clearly appraise five challenges Small Enterprises face while trying to attract new clients. **(10 Marks)**

QUESTION SIX

a. Define the term product differentiation. **(2 Marks)**

b. Enumerate four reason why product differentiation is important **(8 Marks)**