The Management University of Africa

Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA IN COMMON UNIT

DCU 107: PRACTICE OF MANAGEMENT

DATE: 2ND DECEMBER 2022

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:

PRACTICE OF MANAGEMENT IN ZABIBU ENTERPRISES

Zabibu Enterprises has been in operation for the last twenty years dealing with auto mobile parts. The Enterprise has branches across kenya , Tanzania, Uganda and Rwanda and planning expand to other parts of Africa and other continents as well. The business is segmented into regions and then branches that are run and managed by the CEO and Business unit managers.

The Business unit managers have clear targets to achieve within a given time period. The training on product knowledge and the vision of the business makes a bid difference on their performance. They also have the liberty to run their branches through their initiatives, creativity and innovation as long as they meet their part of the bargain. The decision making process is participative with every employee being given an opportunity to contribute through suggestion system and informal meetings held regularly.

The board of the Directors has clear vision to expand to various continents in the next 10 years hence has tasked the senior management to come up with policies regards, diversity management, Business sustainability, data protection and the effects of globalization to the business growth.

Required:

a. From the case study above, discuss **five** key issues that the Management of Zabibu Enterprises has to pay attention to in its endeavor to expand across continents.

(10 Marks)

b. In reference to the case study, identify five roles played by the branch managers as shown in the case study. **(10 Marks)**

c. Clearly appraise the leadership style practiced in the above case study and the advantages associated with the leadership style. **(10 Marks)**

QUESTION TWO

a) Distinguish between Management and Leadership. **(5 Marks)**

b) Enumerate five reasons why Process re-engineering in organizations fails. **(5 Marks)**

QUESTION THREE

a) Discuss the differences between Executive Director and Chief Executive Officer. **(5 Marks)**

b) List Five roles of Chief Executive Officer in organization. **(5 Marks)**

QUESTION FOUR

a) Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs. Discuss any **five** signs of demotivated employees to watch out for. **(5 Marks)**

b) List the main steps in organizing process as practiced in organizations. **(5 Marks)**

QUESTION FIVE

a) Highlight **five** Benefits of organizational culture **(5 Marks)**

b) Enumerate the key benefits of Knowledge management **(5 Marks)**

QUESTION SIX

a) Recall various types of formal group you are likely to encounter in an organization.
(5 Marks)

b) List five benefits an organization derives from participating in Corporate Social responsibility (CSR**).** **(5 Marks)**