



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN, MUMIAS AND KAKUMA CAMPUS

**SUPPLEMENTARY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

**FOR THE DEGREE
OF
BACHELOR OF COMMERCE- BUSINESS ADMINISTRATION
OPTION**

COURSE CODE: BCB 426E

COURSE TITLE: CONTEMPORARY ISSUES IN MANAGEMENT

DATE: THURSDAY, 26TH SEPTEMBER 2019 TIME: 12.00 – 2.00 PM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer any other Three (3) questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

SECTION A: COMPULSORY**Question ONE**

- a. Globalization provides numerous advantages to businesses and consumers around the world. At the same time, some critics believe that globalization is harming various aspects of life and commerce. **Discuss the globalization debate. (15 marks)**
- b. **With the use of relevant examples, compare and contrast the following pair of terms:**
- I. **Knowledge management and learning organisation (5 marks)**
 - II. **E-commerce and e-business (5 marks)**
 - III. **Customer relationship management and Supplier Relationship management (5 marks)**

SECTION B: Answer any 2 questions:**Question TWO**

“Electronic commerce provides unparalleled opportunities for cross border exchange. The OECD has said that “there is great potential for this commercial tool to change the economic landscape, allowing goods and services to be delivered to a market that largely ignores political and geographic barriers-improving productivity and communication and providing global market access to business and consumers worldwide. This new commercial tool offers many opportunities to businesses and corresponding benefits to consumers.” Defend this statement using relevant examples. (20 marks)

Question THREE

Getting and keeping competent staff is critical to the success of any business whether the organization is just starting or has been in business for years. Therefore part of every business function is human resource management (HRM). Defend this statement using relevant examples. (20 marks)

Question FOUR

- a. **Learning organizations have five characteristics. Identify and explain why these characteristics are important to 21st century organizations. (11 marks)**
- b. **Discuss the importance of studying Management. (9 marks)**