



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FOURTH YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 426

COURSE TITLE: CONTEMPORARY MANAGEMENT PRACTICES

DATE: TUESDAY, 26TH JULY 2022 TIME : 8:00 – 10:00AM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (**Compulsory**) and any other Two questions

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

a) Management is considered as a process which includes all the activities—starting from the setting up of objectives of a business enterprise to the taking up of steps which ensure the attainment of these objectives.

Discuss the Features of Management-as a Process (10Marks)

b) Globalization is defined as the increasing process of interdependence and interconnected between different political, social and economic components of the world. It is the way in which the world is seen as the global village. Discuss the features of Globalization (10marks)

c) Organizations to better manage their customers through the introduction of reliable systems and methods. This enables organizations to service their existing customers more emphatically and more forcefully. Discuss the Major Areas that CRM focuses on (10marks)

QUESTION TWO

a) Organizations can be small and big and can vary in many ways and styles, depending on product and its nature therefore an organization strategy towards developing and maintaining sustainable relationship differs from one organization to another on certain factors. Discuss some of these Factors (10 marks)

b) Management has been recognized as a full-fledged discipline since it contains some characteristics. Briefly Discuss some of this characteristics (10 marks)

QUESTION THREE

a) Discuss the TWO approaches to supplier relationship management

(10 Marks)

b) As we enter the electronic age, an obvious question is whether these commercial transactions and business functions can be carried out electronically; Discuss the functions of E- Commerce (10 marks)

QUESTION FOUR

a) Having long-lasting, trusted relationships with dedicated suppliers should be a primary goal of any business that strives to succeed in the market. What strategies can be used to achieve this?

(10marks)

b) Analyse some of the Tools & Technologies for E-Commerce

(10marks)

QUESTION FIVE

a) Many organizations, especially small ones with niche products, are comfortable with their current state. They are satisfied with their current level of performance and profits. Organizations with this culture will see little need for TQM until they begin to lose market share. Discuss some of the barriers in implementing TQM

(10 arks)

b)The management process comprises all functions which transform resources such as men, materials, money, machines, methods, marketing and management into products and services to satisfy the consumers' needs. Analyze the features of management as a process

(10marks)

