



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS
(YR IV SEM II)

UNIT CODE: HCOB 2425

UNIT TITLE: ISSUES IN MANAGEMENT

DATE: 8TH DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

Beryl Amolo is a Kenya successful entrepreneur who has employed thirty people in her expanding priceless Damsels Experience (PRIDE) beauty product line. PRIDE has been making a variety of natural cosmetic products for domestic and export market for the last seven years. Most of PRIDE's raw materials are trees and rare shrubs from swamplands and forest areas in around Lake Victoria. Over-harvesting has made PRIDE workers to travel to areas boarding Congo and Uganda in search of good quality materials. Although production has been growing in leaps and bounds, demand for her products far outstrips supply. PRIDE's profits have been reducing in the last three years. Most of PRIDE marketing is done by word of mouth and occasional exhibitions at national and international market hubs. To rejuvenate her business, Amolo often makes frequent and sometimes prolonged travels outside Kenya to East Africa and USA on marketing missions. Her family has expressed concern over these travels that have considerably reduced her time with family and is affecting her marriage. You are a consultant hired around PRIDE for increased profitability and sustainability:

- (a) Identify TWO strengths, TWO weaknesses, TWO Opportunities and TWO threats for PRIDE the firm (15 Marks)
- (b) Advise Amolo on how she can cut operational costs, increase profits and save time (15 Marks)

QUESTION TWO

Discuss the role of technology in the management of business enterprises, and Co-operatives in particular, clearly outlining the factors that may facilitate or hinder its uptake (20 Marks)

QUESTION THREE

- (a) Discuss the opportunities and challenges of regional and global integration to business management in Kenya (10 Marks)
- (b) Distinguish between the terms down-sizing and right-sizing of business (6 Marks)
- (c) Define e-commerce (4 Marks)

QUESTION FOUR

Discuss the concept of paradigm shift to illustrate developments in the management of Co-operative enterprises in Kenya (20 Marks)

QUESTION FIVE

Discuss the current security, social responsibility and environmental related challenges in management of Co-operative enterprises (20 Marks)