



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE

DEVELOPMENT

YII, S1

UNIT CODE: BMGT 2109

UNIT TITLE: BUSINESS MANAGEMENT AND DEVELOPMENT

DATE: TUESDAY, 13TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

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

QUESTION ONE

- (a) Examine the concept of management in a business (5marks)
- (b) Argue how an organizational culture affects business management (7marks)
- (c) From the business point of view, elaborate the universality of management (7marks)
- (d) Discuss the role of business management in a diversified work place environment (6marks)

QUESTION TWO

- (a) Briefly Explain the role of planning in business management (7marks)
- (b) Compare and contrast goals and plans in business management (8marks)

QUESTION THREE

- (a) Examine six steps in strategic management process (9 marks)
- (b) Discuss four key issues in human resource management (6 marks)

QUESTION FOUR

- (a) Discuss the rationale for communication business management (8 marks)
- (b) Discuss two key theories of motivation in business management and development (7marks)

QUESTION FIVE

- (a) Discuss why leadership is cardinal in business management and development (8marks)
- (b) Examine three key steps in control process in business (7marks)