

EXAMINATION NO. _____



2015 EXAMINATIONS

ACCOUNTING TECHNICIAN PROGRAMME

PAPER TC11: MANAGEMENT

THURSDAY 10 DECEMBER 2015

**TIME ALLOWED : 3 HOURS
2.00PM - 5.00 PM**

INSTRUCTIONS

1. You are allowed **15 minutes** reading time **before the examination begins** during which you should read the question paper and, if you wish, make annotations on the question paper. However, you are **not** allowed, **under any circumstances**, to open the answer book and start writing or use your calculator during this reading time.
2. Number of questions on paper - 7.
3. **FIVE** questions **ONLY** to be answered.
4. Each question carries 20 marks.
5. Begin each answer on a fresh page.
6. **DO NOT OPEN THIS PAPER UNTIL YOU ARE INSTRUCTED BY THE INVIGILATOR.**

This question paper contains 3 pages

This question paper must **not** be removed from the examination hall.

1. (a) Explain **five** elements of the purchasing mix. **10 Marks**
- (b) Describe in their logical order, **five** main activities that are carried out in the course of procuring goods. **10 Marks**
(TOTAL : 20 MARKS)
2. (a) What is corporate social responsibility? **2 Marks**
- (b) Explain **four** factors to justify why organizations need to be socially responsible towards the community in which they operate. **8 Marks**
- (c) Describe **five** strategies that management should adopt to foster ethical behavior of employees. **10 Marks**
(TOTAL : 20 MARKS)
3. (a) Explain **one** role of each of the eight individuals who form a balanced group of decision-makers, according to Belbin. **16 Marks**
- (b) Mention **four** methods that a manager should adopt to enhance the cohesiveness of a work group. **4 Marks**
(TOTAL : 20 MARKS)
4. (a) Describe any **three** internal contextual factors that justify organizational change. **6 Marks**
- (b) Explain any **two** factors that encourage employees to resist change. **4 Marks**
- (c) Describe any **five** strategies that a manager can use to reduce resistance to change by employees. **10 Marks**
(TOTAL : 20 MARKS)
5. (a) Define the term 'marketing'. **2 Marks**
- (b) Mention **two** major characteristics of each of the four approaches to marketing. **8 Marks**
- (c) Describe **five** key principles that a marketing manager should consider when making decisions regarding the marketing of a product. **10 Marks**
(TOTAL : 20 MARKS)

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6. (a) Explain **five** strategies that a manager should adopt to promote good labour relations. **10 Marks**

(b) Explain **five** factors that encourage employees to join a trade union. **10 Marks**
(TOTAL : 20 MARKS)

7. You are given the following managerial functions:

- (1) Planning
- (2) Organizing
- (3) Controlling
- (4) Motivating
- (5) Staffing

Required:

Explain how each of these management functions can contribute towards organizational success. Give **two** factors in each case. **20 Marks**
(TOTAL : 20 MARKS)

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