



**AFRICA
UNIVERSITY**

(A United Methodist-Related Institution)

"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MMS 206 – MANAGEMENT THEORY AND PRACTICE 1

SEMESTER 1: FINAL EXAMINATION NOVEMBER 2013- Parallel

LECTURER: MR. T NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

Answer **any THREE** questions

Start **each** question on a new page in your answer booklet.

The marks allocated to **each** question are shown at the end of the section.

Credit will be awarded for logical, systematic and neat presentations.

INSTRUCTIONS

Answer **any** **THREE** Questions

- 1) Answer the following?
 - a) In detail, identify and explain the components of a comprehensive mission statement? [13]
 - b) According to the management theory, organizational goals must be SMART. In detail decode the acronym SMART and explain what each of them involves? [7]
- 2) Your company/ organization has been on a downward path. In an effort to restore performance to an upward path, what are the things that you should do to turn it around?
[20]
- 3) You have been contracted by Microsoft Private Limited to carryout Organizational design. In detail, identify and explain the key concepts that should be considered each time a manager engages in organizational designing? [20]
- 4) Answer the following questions:
 - a) During the strategic planning process, Portfolio strategy formulation is part and parcel of strategy formulation. One of the best known portfolio analysis tool is the **BCG matrix**, developed by the **Boston Consulting Group**. Under the Boston Consulting Group Approach of portfolio analysis, companies classify their SBUs according to the Growth-Share Matrix. Draw a well labeled diagram of the growth-share matrix and explain its characteristics in detail? [14]
 - b) Define the following terms:
 - i. Planning [1]
 - ii. Forecasting [1]
 - iii. Time series [1]
 - iv. Leading [1]
 - v. Departmentalization [1]
 - vi. Controlling [1]
- 5) Answer the following questions:
 - a) In detail, explain the forecasting process? [12]
 - b) The Delphi method is one of the techniques to forecasting, in detail; explain the Delphi technique to forecasting? [8]

%%%%%%%%%% END OF PAPER %%%%%%%%%%