



*“Investing in Africa’s future”*

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE**

**NMMS 306: MANAGEMENT THEORY AND PRACTICE 11**

**END OF SEMESTER EXAMINATIONS**

**NOVEMBER 2021**

**LECTURER: MR T. NEMAUNGA**

**TIME: 5 HOURS**

---

### **INSTRUCTIONS**

Answer any one question

All questions, are essay questions.

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

Marks will be awarded for giving logical examples.

1. Customers today, expect a very high level of quality service, innovativeness, variety, low prices, prompt response, impeccable customer services & relations, and more. All these can be achieved if organizations embrace Lean Operations as the new source of competitive advantage for modern day businesses. Organizations now have to optimize their operations to improve their work efficiency and reducing costs to boost profitability.

What can a business institution like Africa University do in order to optimize their value chain? [50]

2. Controlling in an organization is a process by which the organization strives to achieve the planned or desired results, or 'performance'. It is the method for managing the organizational performance. In doing so, the organization takes various actions to minimize the negative effects arising from the external and internal environments.

In detail give examples of the different control mechanisms used by Africa University to ensure the institution lives up to its vision, mission and objectives? [50]

3. An Entrepreneur is an individual who starts and runs a business with limited resources and planning, taking account of all the risks and rewards of his or her entrepreneurial venture. He or she creates an organization that pursues opportunities, an organization that is characterized by innovative practices, and has growth and profitability as its main objective, (Robbins, 2013).

In detail explain how it may be more challenging for entrepreneurs to start their entrepreneurial ventures in African economies, than in developed economies?

[50]

**END OF EXAMINATION**

---