****

**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BHR 404**

**COURSE TITLE: TURN AROUND STRATEGY**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 07/04/2021 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

Garden software company (GSC) is a company that develops customized software that enhances teamwork in the workplace. The mission statement of the company is ‘’unleash the potential in every team.’’ According to CEO, Mr. Kibet, turn around strategies include diversity and inclusion is a non- negotiable part of the company’s vehicle to fulfil this mission for teams perform better.

To competitive in the market, the company decided to take an innovative and enhance Cost leadership to reduce cost the team and also change its location The company also highlighted the benefits offered to people of different backgrounds and stages of career life, such as career growth opportunities. Finally, the company hired a consultant to undertake market forecast and advice the management accordingly.

1. Explain the advantage that may accrue to GSC by implementing turn around strategies (10marks)
2. Explain the benefits that may accrue to GSC from implementing cost leadership strategy (10marks)
3. Explain how forecasting will enhance performance at GSC (10 marks)

**QUESTION TWO**

1. Explain how Performance management practices can have a positive influence on the job satisfaction and employees in organisation (10 marks)
2. Discuss **five** types the of on-job training programmes (10marks)

**QUESTION THREE**

1. Setting objectives is an important component of training. Explain **five** reasons for setting such objectives (10marks)
2. Explain **five** advantages of forming successful alliances in business organizations (10marks)

**QUESTION FOUR**

1. Explain **five** purposes of performance appraisal (10marks)
2. Many firms are engaging in focus strategy. Discuss **five** reasons that may account for this practice (10marks)

**QUESTION FIVE**

1. Discuss **five** benefits that may accrue to an organization that enhances multi-skilled workforce (10marks)
2. Explain f**ive** reasons behind formation of joint ventures by companies (10marks)