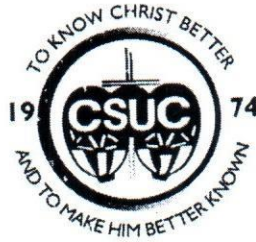


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CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examinations, 2021/2022 Academic Year

Level 400

Regular/Weekend School

BACS 412: PRINCIPLES OF BUSINESS MANAGEMENT

May 2022

Section B

TIME ALLOWED: 1Hrs

INSTRUCTIONS TO CANDIDATES:

- Candidates are expected to answer any two (2) questions

Examiner: Isaac Ampong

Index Number:

Prog:

Signature:

Q1. Assume that you are a manager of an international organisation; you have been assigned the task of solving business problems. As a manager, you have been tasked to explain any four (4) ways to overcome global challenges in order to conduct successful business globally.
(20 marks)

Q2. ABC is an international software development company. Assume that you are the manager of ABC company in a very competitive market; you have been tasked to explain any four (4) reasons why ABC Company need to change its activities in order to develop and respond to new situations or markets?
(20 marks)

Q3. Assume that you are a manager of New Felamp Company Ltd, explain any four (4) importance of organizing.
(20 marks)

Q4. As a consultant of Hebgift company Ltd, you have been tasked to explain the process of planning.
(20 marks)

Q5. Assume that you are the HR manager in Asempa Company Ltd, you have been tasked to mention any four (4) factors affecting Management
(20 marks)