
CERTIFIED ACCOUNTING TECHNICIAN

LEVEL 1 EXAMINATION

L1.3 : BUSINESS MANAGEMENT, ETHICS AND ENTREPRENEURSHIP

THURSDAY: 12 JUNE 2014

INSTRUCTIONS:

- 1. Time Allowed: 3 hours 15 minutes (15 minutes reading and 3 hours writing).**
- 2. This examination has seven questions and only five questions are to be attempted.**
- 3. Marks allocated to each question are shown at the end of the question.**

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QUESTION ONE

- (a) Describe the five primary revenue models used by e-commerce firms. **(10 Marks)**
- (b) Explain the following motivational theories
- (i) Maslow hierarchy of needs **(5 Marks)**
 - (ii) Expectancy theory **(5 Marks)**

(Total: 20 Marks)

QUESTION TWO

- (a) Discuss seven ethical obligations of company directors. **(14 Marks)**
- (b) Explain six steps that can be used for managing business disputes. **(6 Marks)**

(Total: 20 marks)

QUESTION THREE

- (a) Summarize five qualities of a good business plan. **(5 Marks)**
- (b) Describe five stages of business life cycle model. **(15 Marks)**

(Total: 20 Marks)

QUESTION FOUR

“English language became the only language of instruction in all Universities in Rwanda from 2009”.

Some lecturers have resisted changing.

Required :

- (a) State and explain six of what might be individual sources of resistance to this change as stated by Nadler and Stanisloao (1983). **(6 Marks)**
- (b) State six methods that can be used in overcoming this resistance to change **(7 Marks)**
- (c) State Kotter’s Eight Stage of change Process **(7 Marks)**

(Total: 20 Marks)

QUESTION FIVE

- a) Discuss any five principles of the fourteen principles developed by Henry Fayol (1841-1925). **(10 Marks)**
- b) Describe the SWOT analysis and give one example for each element of SWOT. **(10 Marks)**
- (Total: 20 Marks)**

QUESTION SIX

- a) Differentiate between network organizations and high performance organizations and explain when each type of structure may be suitable. **(6 Marks)**
- b) Describe the five generic leadership styles **(10 Marks)**
- c) Describe the four phases of the Hawthorne experiments of Elton Mayo and Roethlisberger (1924-32) **(4 Marks)**
- (Total: 20 Marks)**

QUESTION SEVEN

- (a) What do you understand by ethics? **(2 Marks)**
- (b) Explain four key technological trends that cause ethical issues in information systems. **(8 Marks)**
- (c) Identify the major management challenges of building and using information system in organization **(10 Marks)**
- (Total: 20 Marks)**

End of question paper

