

**THE INSTITUTE OF CHARTERED
ACCOUNTANTS (GHANA)**



**NOVEMBER 2008 EXAMINATIONS
(PROFESSIONAL)**

PART 1

**BUSINESS MANAGEMENT
(Paper 1.2)**

Attempt ANY Five (5) Questions

TIME ALLOWED: 3 HOURS

NOVEMBER 2008 EXAMINATIONS
(PROFESSIONAL)

PART 1

**BUSINESS MANAGEMENT
(Paper 1.2)**

QUESTION 1

- (a) Differentiate between centralization and decentralization. *(5 marks)*
- (b) Explain **five (5)** factors which influence decentralization. *(15 marks)*

Total: 20 marks

QUESTION 2

- (a) Explain the term “Corporate Social Responsibility” *(4 marks)*
- (b) Discuss **four (4)** ways in which corporate social responsibility may be beneficial to an organization. *(16 marks)*

Total: 20 marks

QUESTION 3

- (a) Explain what is meant by the content theories of motivation. *(2 marks)*
- (b) Describe Abraham Maslow's hierarchy of needs theory. *(10 marks)*
- (c) Identify and explain **four (4)** limitations of Maslow's theory to managing employees. *(8 marks)*

Total: 20 marks

QUESTION 4

- (a) What is change management? *(2 marks)*
- (b) Describe **three (3)** conditions that drive change within an organization. *(6 marks)*
- (c) Identify and explain **four (4)** reasons why people resist change in an organization. *(12 marks)*

Total: 20 marks

QUESTION 5

Identify and explain **five (5)** responsibilities of an employee in ensuring the success of the Health and Safety programme in an organization.

20 marks

QUESTION 6

(a) Describe the **four (4)** elements in the management process.

(12 marks)

(b) Explain any **four (4)** types of skills that managers require to perform their functions.

(8 marks)

Total: 20 marks

QUESTION 7

(a) Explain the term market segmentation.

(4 marks)

(b) Identify and discuss **four (4)** bases upon which market segmentation is based.

(16 marks)

Total: 20 marks