



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL-2015

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT TITLE: ORGANIZATION THEORY

DATE: 27TH APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Organizations whether formal or informal play an important role in the world today.
- Explain the meaning of the word organization using examples. (2 marks)
 - Highlight **FOUR** characteristics of organizations. (4 marks)
 - Explain the difference between formal and informal organization structure. (4 marks)
- (b) Distinguish between;
- Organization effectiveness and organization efficiency. (5 marks)
 - Accountability and responsibility. (5 marks)

QUESTION TWO

Explain the following organization management theories.

- Scientific management theory (5 marks)
- Administrative management theory (5 marks)
- Bureaucratic management theory (5 marks)
- Human relations management theory (5 marks)

QUESTION THREE

- (a) Discuss the **FIVE** stages involved in the formation of a group. (10 marks)
- (b) Explain any **TWO** strategies of managing conflict in an organization. (10 marks)

QUESTION FOUR

Modern organizations are faced with complex and dynamic environment and they must constantly change to adapt to its environment in order to ensure survival.

- (a) Explain the meaning of the word change (3 marks)
- (b) Highlight any **FIVE** areas / factors that are affected in an organization when change occurs. (5 marks)
- (c) Discuss Kurt Lewin **THREE** phases of change. (12 marks)

QUESTION FIVE

SWOT analysis is an important tool for planning in an organization. Explain the meaning of SWOT analysis and outline its significance in an organization. (2 marks)

