

**THE PUBLIC ACCOUNTANTS EXAMINATIONS BOARD**

*A Committee of the Council of ICPAU*

**ATC(U) EXAMINATIONS**

**LEVEL THREE**

**BUSINESS MANAGEMENT– PAPER 11**

**WEDNESDAY, 17 DECEMBER 2003**

**INSTRUCTIONS TO CANDIDATES:**

1. Time allowed: **3 hours**.
2. Attempt all questions in Section **A**, any three questions from Section **B** and one question in Section **C**.
3. Section **A** has one compulsory case study question carrying 30 marks.
4. Section **B** has five questions and only three are to be attempted. Each question carries 20 marks.
5. Section **C** has two questions and only one is to be attempted. Each question carries 10 marks.
6. Please, read further instructions on the answer book.

**SECTION A**

**Question 1**

**BIG BROTHER UGANDA**

The Board and Management of Dia Dia TV Channel registered in Uganda with branches in 13 other African countries has decided to organize a contest similar to the recent Big Brother House Competition.

Niko, the Marketing Manager of the TV Channel has been working round the clock to make sure the event is successful. He has placed advertisements in the print and electronic media soliciting support from corporate sponsors and the response is overwhelming. He has also advertised calling upon interested participants and competitions have already taken place at the regional level in the districts of Lira for the North, Mbale for the East, Mbarara for the West and Kampala for Central Region. The event is the talk of town and ten contestants are set to begin the competition during the Christmas week. The winner will be given Shs 100,000,000. and others will be rewarded according to weeks spent in the house. Business at the offices has trippedled and everybody is busy.

A new event however has unfolded through the grapevine. It is rumoured that some politicians, the clergy and moralists have formed a pressure group and they intend to impose a Court injunction on the event. Their argument is that the event is "immoral, degrading and corrupts the minds of the youth".

One Wednesday morning, Niko, on his way to work sees a Newspaper. The headline screams "Big Brother, Shameless Event". By the time he reaches office, everybody is waiting. The mood of the staff is low. His word and decision or that of the Managing Director will save the situation.

**Required:**

- (a) Write an argument in favour of the organizers of Big Brother events explaining its benefits to the individuals and the country. (14 marks)
- (b) Explain the reasons why the moralists are against the Big Brother event. (6 marks)
- (c) Discuss the different forms of business promotion Dia Dia uses to market Big Brother Uganda. (10 marks)

**(Total 30 marks)**

**SECTION B**

**Question 2**

- (a) What is planning? (2 marks)
  - (b) Differentiate between strategic and operational plans. (8 marks)
  - (c) Why are goals important in the planning process? (10 marks)
- (Total 20 marks)

**Question 3**

- (a) What is marketing? (4 marks)
  - (b) Explain briefly the variables an organization puts into consideration when using a marketing mix strategy. (16 marks)
- (Total 20 marks)

**Question 4**

- (a) What is control? (4 marks)
  - (b) Why should managers establish control mechanisms in an organization? (8 marks)
  - (c) What are the necessary steps in the control process? (8 marks)
- (Total 20 marks)

**Question 5**

- (a) Define Human Resource Planning. (4 marks)
  - (b) What are the activities of the Human Resource Department in an organization? (16 marks)
- (Total 20 marks)

**Question 6**

- (a) Define decision making? (4 marks)
  - (b) What are the basic stages in the rational model of decision making and problem solving? (16 marks)
- (Total 20 marks)

**SECTION C**

**Question 7**

What are the factors to consider when analyzing an organizations performance? (10 marks)

**Question 8**

Describe the role of any **one** of the following in an organisation:

- (a) The Chairman.
  - (b) Non-Executive Director.
  - (c) The Board Secretary.
- (10 marks)