

## **CPA FOUNDATION LEVEL 1**

### **PILOT EXAMINATION**

### **BUSINESS MANAGEMENT, ETHICS AND ENTREPRENEURSHIP**

**TUESDAY: 24<sup>th</sup> September 2012**

**Time Allowed: 3 Hours**

#### **Instructions:**

1. There are **SEVEN (7)** questions.
2. Answer **ANY FIVE (5)** questions.
3. Marks allocated to each question are shown at the end of the question.
4. Show all your workings.
5. Any assumptions made must be clearly and concisely stated.

---

#### **QUESTION ONE**

- a) Outline any three theories of classical/ traditional school of management (6 marks)
  - b) Critically evaluate their contribution to our understanding of organizations. (14 marks)
- (Total 20 marks)**

#### **QUESTION TWO**

- a) Briefly outline three theoretical approaches to motivation (6 marks)
  - b) List four things which may be motivate a person to work well (4 marks)
  - c) With regard of the four things you have listed in (b) how can a manager motivate his/her staff to perform effectively (10 marks)
- (Total 20marks)**

### QUESTION THREE

- a) Identify any five significant problems faced by the firm operating in international world markets. (5 marks)
- b) What steps can be taken to deal with the problems you have identified in (a) above (15 marks)
- (Total 20 marks)**

### QUESTION FOUR

- List and give an example of five of the most frequent barriers to communication (10 marks)
- Suggest the ways to overcome the listed barriers in (a) above (10 marks)
- (Total 20 marks)**

### QUESTION FIVE

- Any product you purchase today is made available to you through a marketing process that includes 4 vital ingredients commonly referred to as the “**the marketing mix**” or **4Ps** in marketing. Define and explain using examples the marketing mix variables.
- (Total 20 marks)**

### QUESTION SIX

- a) List five factors that can act as a barrier to organizational change (5 marks)
- b) What can be done to address the five barriers you have listed in (a) above (15 marks)
- (Total 20 marks)**

### QUESTION SEVEN

A professional accountant acting in public interest shall observe and comply with *IFAC code of ethics for professional accountant*. The code of ethics has established five fundamental principles requirements of professional accountants.

**Required:**

- a) List any three of the five principles of the *IFAC code of ethics for professional accountant*. (3 marks)
- b) Explain using examples the three principles listed in (a) (17 marks)
- (Total 20 marks)**

**End of question**