



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS
MANAGEMENT**

AFRICAN MYTHOLOGY & BUSINESS OPERATION

HBUM 242

PART 2 SEMESTER 2

Total Marks [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other **three (3)**
3. Each question carries **25 marks**
4. Start each question on a new page

1. Discuss how mythological beliefs influence business decisions, strategies, and relationships within the African context. (25)
2. Assess how organizations may adapt fortune-telling practices or beliefs to enhance risk management, strategic planning, and market forecasting. (25)
3. Examine the concept of abundance and prosperity in African mythology and its implications for business operations. (25)
4. Discuss how the principles of Ubuntu may be applied in organizations to foster collaboration, empathy, and ethical business practices. (25)
5. Analyze the concept of transformation or metamorphosis in African mythology and its connection to organizational change and innovation.(25)
6. Explain how organizations incorporate storytelling techniques inspired by African mythology to effectively engage customers, build brand loyalty, and convey their values. (25)

END OF PAPER