



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE (COMMUNITY DEVELOPMENT)**

BACHELOR OF COMMERCE

BACHELOR OF EDUCATION

BBA102: PRINCIPLES OF MANAGEMENT

DATE: 3/5/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Outline five characteristics of management (5 marks)
- b) Five Forces Model by Michael Porter is a technique used by managers to isolate potential threats in their environment. Identify the five forces and explain how each helps in the planning process. (10 marks)
- c) Identify four principles of scientific management as expounded by Fredrick W. Taylor. (4 marks)
- d) The style of leadership a manager chooses to use greatly influences his/her effectiveness as a leader. Describe three leadership style that are at a leader's disposal. (6 marks)
- e) Outline five advantages of Management by Objective. (5 marks)

QUESTION TWO (20 MARKS)

- a) Management exists within an environment. Explain the components of an organization's immediate environment clearly showing how an organization can influence the components within that environment. (10 marks)
- b) With an aid of a diagram, explain how an organization can motivate an employee using the Maslow's Needs Hierarchy Theory. (10 marks)

QUESTION THREE (20 MARKS)

- a) Social responsibility refers to the manager's duty or obligations to make decisions that nurture, protect, enhance, and promote the welfare and well-being of stakeholders and society as a whole. Highlight seven activities by managers that would be termed as being "socially responsible" (10 marks)
- b) Delegation is regarded as a very effective tool of ensuring that managers are afforded adequate time to concentrate on more important matters affecting the organization. Discuss five guidelines that help managers in effective delegation. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five Principles of Total Quality Management. (10 marks)
- b) Any successful organization would endeavor to frequently carry out performance appraisal. Explain why this is an important activity to both the employee and the employer. (10 marks)

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram, discuss the communication process. (10 marks)
- b) Explain five characteristics of control (10 marks)