



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA102: PRINCIPLES OF MANAGEMENT

DATE:

TIME:

INSTRUCTIONS:

- This paper consists of two sections
- Section A is compulsory (30 marks)
- Answer any two questions from section B (Each 20 marks)

SECTION A

QUESTION ONE (30 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. Explain six activities by managers that would be termed as being "socially responsible".
(6 marks)
- b) Identify four principles of scientific management as expounded by Fredrick W. Taylor
(4 marks)
- c) Explain four tasks performed by the manager as he undertakes the decisional roles in an organization
(8 marks)
- d) As a manager in an organization, explain three benefits you would derive from encouraging free communication between the superiors and the subordinates.
(6 marks)

- e) Explain three major internal constraints that the management of any organization has to encounter in its day to day operations. (6 marks)

QUESTION TWO (20 MARKS)

- a) 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)
- b) Clearly describe the steps involved in manpower planning. (10 marks)

QUESTION THREE (20 MARKS)

- a) For a successful implementation and monitoring of strategy, a manager must undertake five key roles. Explain. (10 marks)
- b) Using a diagram, explain the communication process (10 marks)

QUESTION FOUR (20 MARKS)

- a) 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)
- b) When designing a control system as a manager, you should be guided by some very critical principles. Explain. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe five characteristics of Theory of Bureaucracy as advanced by Max Weber. (10 marks)
- b) A group of students taking a course in Leadership and Governance has approached you as the manager of ABC company wanting to know more about leadership. Explain to them the need for leadership in any organization (10 marks)