



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

SCIENCES

**SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF
COMMERCE (MARKETING OPTION)**

DPS 114: PRINCIPLES AND PRACTICE OF MANAGEMENT

Date: 4/8/2016

Time: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and any Other Two Questions

1. a) Mary has been appointed as a middle level manager in Sapo enterprises. Discuss the duties she is expected to undertake. (12 marks)
- b) Outline six functions of management. (12 marks)
- c) Explain three characteristics of a good objective. (6 marks)
2. a) Explain five duties of a frontline supervisor. (10 marks)
- b) Corruption is prevalent in many organizations. Discuss. (10 marks)
3. a) Discuss the ethical obligations of an organization in relation to its customers. (10 marks)
- b) Analyze the factors that may influence the choice of activities for social responsibility. (10 marks)
4. a) Explain five ways in which an organization can be socially responsible to its employees. (10 marks)
- b) Outline five types of plans that can be formulated by managers. (10 marks)
5. a) Account for the necessity of an organization to formulate plans. (10 marks)
- b) Discuss the skills required by managers in order to execute their duties. (10 marks)