

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 103: PRINCIPLES OF MANAGEMENT**

**STREAMS: BCOM Y1S2 (ODEL)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 06/08/2019**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions**

**QUESTION ONE**

You have been appointed as the manager of a small enterprise in Ndagani market, dealing in the processing and sale of fresh agricultural products locally. Explain to the owner of the enterprise the below management issues:

- (a) The importance of management to the enterprise. (10 marks)
- (b) The managerial decision roles you will propose to the management of the enterprise. (10 marks)
- (c) The planning process you will adopt in analyzing competitive opportunities and determining how to position the enterprise to compete effectively in its environment. (10 marks)

**QUESTION TWO**

- (a) Discuss the contributions of the scientific theory of management clearly showing its application to the organizations of today. (12 marks)
- (b) Successful organizational design depends on the organization's unique situation. Explain any four determinants of organization structure. (8 marks)

**QUESTION THREE**

- (a) A leader performs many functions in influencing others towards the attainment of organizational objectives. Explain any five functions of a leader. (10 marks)

- (b) Explain the importance of carrying out performance appraisal to the employees. (10 marks)

**QUESTION FOUR**

- (a) Managers need to continuously check results against goals and take any corrective actions necessary to make sure that his area's plans remain on track. Explain any five benefits of control to an organization. (10 marks)
- (b) Discuss the internal and environmental trends posing challenges in the management of county governments. (10 marks)
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