

CIBM 00113

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT**

CIBM 00113: PRINCIPLES OF MANAGEMENT

STREAMS: CERT CIBM

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- **Answer Question ONE and any other TWO Questions**
- **Do not write anything on the Question paper**

QUESTION ONE

- (a) Discuss the term management and its importance to the organization. [6 Marks]
- (b) Explain the various levels of management highlighting the managerial skills critical at each level. [6 Marks]
- (c) Explain the elements that make up the external environment giving practical examples of how they affect management of business from the Kenyan scenario. [10 Marks]
- (d) Explain reasons why managers delegate authority. [4 Marks]
- (e) Discuss controlling as a function of management. [4 Marks]

QUESTION TWO

- (a) Explain what is planning and its importance to the organization. [10 Marks]
- (b) Describe the staffing function of management in an organization of your choice. [7 Marks]
- (c) Discuss three types of plans that small business managers can use. [3 Marks]

QUESTION THREE

- (a) Explain Organizing and its Process of in the Service Industry. [8 Marks]

- (b) Write short notes on the following terms as used in management
 - (i) Line and Staff Authority [4 Marks]
 - (ii) Decentralization [2 Marks]
 - (iii) Styles of Leadership [6 Marks]

QUESTION FOUR

- (a) Outline the barriers you would encounter in planning and show how you would overcome each of these barriers. [10 Marks]

 - (b) Discuss the corporate social responsibility of business managers. [5 Marks]

 - (c) Discuss five traits of a successful leader. [5 Marks]
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