

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF COMMERCE/COOPERATIVE MANAGEMENT/AGRIBUSINESS  
MANAGEMENT/TOURISM MANAGEMENT/HOTEL MANAGEMENT/COMMUNITY  
DEVELOPMENT/ENTREPRENEURSHIP MANAGEMENT/PROCUREMENT &  
LOGISTICS**

**BCOM 103: PRINCIPLES OF MANAGEMENT**

**STREAMS: BCOM/BCOP/AGBM/BTM/BHM/BSC (COMDEV)/BENS/BPLM Y1S**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 9/04/2018**

**11.30 P.M - 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer Question ONE and any other TWO Questions.**
- **Marks will be awarded for clarity and originality of ideas**
- **Do not write anything on the question paper.**

**QUESTION ONE**

- (a) “Managers are just paid a lot of money and all they do is sign documents that the junior workers have prepared,” remarked an accounts clerk. Define management and explain the decisional roles of a manager as postulated by Mintzberg. [10 Marks]
- (b) Max Weber (1864-1920) argued that organizations run in an impersonal way would be successful which he termed as bureaucracy. Explain any five characteristics of bureaucracy as postulated by Weber showing how they influence modern management principles. [10 Marks]
- (c) Explain the task environment of a business and outline any 4 elements in the task environment giving practical illustrations of how they can affect a manager’s job. [10 Marks]

**QUESTION TWO**

- (a) Tickles Ltd and Pickes Ltd are two Toys companies. The companies are similar in many ways except in their compensation policies. Employees at Pickels Ltd are always complaining that they are underpaid compared to employees at similar levels and job. Explain the factors that determine compensation policies. [10 Marks]

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- (b) Maslow observed that people had to satisfy their needs in order to be motivated. Set out the hierarchy of needs according to Maslow clearly illustrating how managers can satisfy these needs within the organization. [10 Marks]

**QUESTION THREE**

- (a) A manager is more effective if he is a good leader. What leadership styles do managers exhibit in directing their subordinates? [10 Marks]
- (b) Explain Corporate Social Responsibility and the factors that determine how socially responsible organizations are illustrating your responses with examples from Kenyan organization. [10 Marks]

**QUESTION FOUR**

- (a) “Delegation does not mean abdication of authority”. Discuss this statement and the reasons why managers fail to delegate. [10 Marks]
- (b) Giving practical illustrations from business in Kenya, explain why it is important for a manager to control business activities. [10 Marks]

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