

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
ODEL**

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 103: PRINCIPLES OF MANAGEMENT

STREAM:

TIME: 2 HOURS

DAY/DATE: FRIDAY 10/08/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**

1. (a) Explain the concept of management. [5marks]
(b) Discuss the benefits of adopting management practices to the organization.
[10marks]
(c) Explain the challenges facing management of organization today. [8marks]
(d) Explain the factors that determine the span of management. [7marks]
2. You have currently been appointed by kazi bora county government as a management consultant. Respond to the below issues to be presented to the management board:
(i) The planning process that should be used by the county government in the achievement of its goals. [10marks]
(ii) The techniques to be used in managerial control of the county businesses and activities. [10marks]
3. (a) Explain the meaning of the term ‘delegation of authority’ and discuss the guidelines to effective delegation. [10marks]
(b) Outline any five features of ideal bureaucracy propagated by the classical theorists.

[10marks]

4. (a) ‘ Managers should be considerate of other stakeholders and not just care about profits. After all they can’t make profits if they disregard others’. Discuss the responsibility and obligation of a business to its customers. [15marks]
- (b) Many organizations fail not because of poor planning, but due but due to poor communication . Discuss the common barriers to effective communication. [5marks]
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