



UNIVERSITY EXAMINATIONS

SUPPLEMENTARY/ SPECIAL EXAMINATION

EXAMINATIONS FOR THE AWARD OF BACHELOR OF COMMERCE

BCOM 103: PRINCIPLES OF MANAGEMENT

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/9/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- 1. Answer questions 1 (one) and any other two questions**
- 2. Marks will be awarded for clarity and originality of ideas**
- 3. Do not write on the question paper**

Questions

1.
 - a) Define management and explain the types of skills managers require to perform their jobs showing which levels of management the skills are most applicable to. (10 marks)
 - b) Briefly explain any five characteristics of bureaucracy as suggested by Weber. (10 marks)
 - c) Discuss any five elements of the external environment giving examples of how they affect the organization. (10 marks)
2.
 - a) Some managers prefer to do all the work by themselves. Explain why managers may find it difficult to delegate to their subordinates (10 marks)
 - b) What is performance appraisal and why do managers carry out performance appraisal in organizations (any four reasons) (10 marks)
3.
 - a) One of the most important concepts in organizing is designing a structure. What is an organization structure and what are the determinants of structure? (10 marks)
 - b) Leaders may apply different styles in the process of their jobs. Explain five leadership styles that leaders may apply. (10 marks)

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- 4.
- a) Controlling is an important management function. Define controlling and set out the reasons why controlling is important. (10 marks)
 - b) What is corporate social responsibility and which parties should the organization be socially responsible to? (Discuss any four parties) (10 marks)
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