

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA & EMBU CAMPUSES**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS  
MANAGEMENT**

**DIBM 112: PRINCIPLES OF MANAGEMENT**

**STREAMS: DIP Y1S2**

**TIME: 2 HOURS**

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

**2.30 P.M - 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer Question ONE and any other TWO Questions**

**QUESTION ONE**

- (a) Management is defined as ‘getting things done through people’. To what extent is management a profession? [5 Marks]
- (b) Citing examples where appropriate, discuss measures that management should take to improve the ethical behavior of employees. [5 Marks]
- (c) Illustrate the factors that affect organization culture. [8 Marks]
- (d) Discuss some of the skills a manager should have so as to manage effectively and efficiently. [12 Marks]

**QUESTION TWO**

- (a) Identify any 5 external environment forces and explain how they influence managerial decisions of a company. [10 Marks]
- (b) Describe three leadership styles that managers can embrace while managing resources. [10Marks]

**QUESTION THREE**

- (a) Fredrick Taylor is referred to as the father of “Scientific Management Theory”. Critically analyze the contributions of shortcoming of the theory in management thought. [12 Marks]
- (b) Identify and explain the factors that affect span of control in an organization. [8 Marks]

**QUESTION FOUR**

(a) Define the term Management By Objectives (MBO) and explain its benefits and limitations to an organization. [12Marks]

(b) Identify and explain the steps in employee selection. [8 Marks]

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