

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCOM 103: PRINCIPLES OF MANAGEMENT

STREAMS: "AS ABOVE"

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question 1 (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) What do you understand by the term management and what is the nature of management? [10

marks]

(b) Fredrick Winslow Taylor is largely credited with the development of scientific management principles to deal with mismanagement of work. Discuss these principles showing how they affect the work of managers today. [10 marks]

(c) The environment is quite pervasive and greatly influences managers' jobs. With practical examples from the Kenyan context, discuss five cultural factors that affect organizations today. [10 marks]

QUESTION TWO

(a) Explain the levels of planning within an organizations and set out four reasons why planning is important. [10 marks]

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- (b) Decentralization seeks to put more authority at lower levels in the organizations which leads to flat organizations. Detail any five factors that determine the degree of decentralization within an organization showing how they affect decentralization.

[10

marks]

QUESTION THREE

- (a) The Hawthorne experiments formed a foundation for the human relations perspective of management. Discuss any five contributions of these experiments to modern day management. [10 marks]
- (b) Explain corporate social responsibility and identify four business stakeholders clearly showing how managers can be socially responsible to each of them. [10 marks]

QUESTION FOUR

- (a) A manager's work involves a lot of decision making and without good decision making skills, the manager cannot execute his work effectively. Explain the decision making process that managers apply in their work. [10 marks]
- (b) Discuss any five components of the staffing function of management, practically illustrating how failure in these components would affect the proper functioning of an organization. [10 marks]

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