

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
PROCUREMENT AND LOGISTICS MANAGEMENT, BACHELOR OF SCIENCE IN  
COMMUNITY DEVELOPMENT AND BACHELOR OF COMMERCE**

**BCOM 103: PRINCIPLES OF MANAGEMENT**

**STREAMS: BPLM/ COMDEV/BCOM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions.**

**QUESTION ONE**

You have been appointed as the planning officer of Jamii Wholesalers in Chuka town. The business has been facing challenges of poor customer service and poor efficiency in its operations. Explain to the owner of the enterprise the below management issues:

- (a) The importance of planning to the enterprise. (10 marks)
- (b) The role of the manager in management of the enterprise. (10 marks)
- (c) The planning process you will adopt in analyzing competitive opportunities and determining how to position the enterprise to compete effectively in its environment. (10 marks)

**QUESTION TWO**

- (a) Discuss the contributions of the administrative theory of management clearly showing its application to the organizations of today. (12 marks)
- (b) Explain the external environment challenges affecting the management of firms in Kenya. (8 marks)

**QUESTION THREE**

- (a) Discuss any five components of staffing in an organization. (10 marks)
- (b) The managerial function of controlling should not be confused with control in the behavioral or manipulative sense of individuals in an organization. Explain five essentials of an effective control system. (10 marks)

**QUESTION FOUR**

- (a) Management occupies a certain position in the organization's administrative hierarchy and plays a certain role in the system with regard to decision making. Explain five decisional roles of a manager in decision making. (10 marks)
  - (b) "Organizing is the grouping of activities necessary to attain common objectives and assigning of each group with a manager." Discuss five different ways a manager can use to departmentalize an organization for effective achievement of its goals and objectives. (10 marks)
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