

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA / EMBU**

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
DEGREE OF BACHELOR OF PROCUREMENT AND LOGISTICS / COMMERCE**

**BCOM 103: PRINCIPLES OF MANAGEMENT**

**STREAMS: PROC**

**TIME: 2 HOURS**

**DAY/DATE : WEDNESDAY 22 /09/ 2021**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS TO CANDIDATES:**

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

**QUESTION ONE**

- a) Analyze the relative importance of managerial roles and skills in relation to organizational hierarchy. [10 Marks]
- b) In Kenya Business conditions, social responsibility is more in theory than in practice Elucidate. [8 Marks]
- c) A changing environment leads to a change in strategy, which then leads to a change in structure, systems, culture and policies. Explain this statement by showing how the Kenyan political and economic environment influences managerial decisions. [10 Marks]
- d) Discuss the span of control in management. [2 Marks]

**QUESTION TWO**

- a) You have been invited for an interview of a chief executive officer of a newly formed company.
  - i. Give an action plan on how you would make planning effective for this new company. [10 Marks]
  - ii. Explain how you will design organizational structure of the company. [10 Marks]

**QUESTION THREE**

- a) Evaluate the contribution of Abraham Maslow hierarchy of needs theory in solving managerial problems in today's competitive advantage era. [10 Marks]
- b) Explain the contribution of the following concepts to development of managerial thought
  - i. The trait approach to leadership [5 Marks]
  - ii. McGregors Theory X and Y [5 Marks]

**QUESTION FOUR**

- a) The control function is very important to managers in a rapidly changing business environment. Discuss the control function in the context of an organization of your choice. [10 Marks]
- b) Kibet was recently promoted to a middle management position in a manufacturing company. She was given the responsibility of heading the staffing functions of the company. Explain to her how staffing facilitates other functions of management. [10

Marks]

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