

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION  
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE  
AND BACHELOR OF EDUCATION (ARTS) AND BACHELOR OF LIBRARY AND  
INFORMATION SYSTEMS**

**BCOM 103: PRINCIPLES OF MANAGEMENT**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 05/11/2021**

**11.30 A.M - 1.30 P.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**

**Question One**

*A school wants to set up a state of the art library. The library is expected to be fully equipped with modern technology and you have been called upon by the principal to assist him in this process. He is concerned because he is not sure that his library staff will support him in this endeavour since they have not been very cooperative in the past. In addition, he is not very clear on the relevance of management in a library.*

- Explain to the principal what management is and the nature of management? (10 marks)
- Giving relevant examples, illustrate to the principal how he can apply Maslow's hierarchy of needs to motivate his library staff (10 marks)
- Describe the vertical levels of management that you would expect in the above scenario giving an example for each level and outline any two decisional roles that the managers would play as set out by Mintzberg. (10 marks)

**Question Two**

- a) The Kenyan government has embarked on what is termed as the big four agenda amidst a huge outcry from Kenyans that the economy is underperforming. Discuss the current economic environment in Kenya clearly showing the factors that are involved in determining the state of this environment. (10 marks)
- b) Conflict is largely unavoidable in any organization. What are the sources of conflict in modern organizations? (10 marks)

**Question Three**

- a) Managers need to ensure that their organizations are effective and efficient. Explain any five principles of Fayol's administrative theory, showing how managers can apply them to ensure that organizations are efficient and effective. (10 marks)
- b) Explain the features of Management By Objectives (MBO) and outline any four reasons why managers at various levels may not be willing to delegate. (10 marks)

**Question Four**

- a) Distinguish between recruitment and selection and outline the process that managers may apply in making decisions in organizations. (10 marks)
  - b) Managers tend to differ in their approaches to corporate social responsibility. Some managers believe that they should be socially responsible while others do not. Discuss any five arguments that may be applied by managers who favour social responsibility. (10 marks)
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