



SOUTH EASTERN KENYA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

DBA 102: PRINCIPLES OF MANAGEMENT

DATE: 12TH APRIL, 2018

TIME: 8.00-10.00AM

INSTRUCTIONS

Answer Question ONE and any other TWO Questions

TIME: 2 Hours

SECTION A; COMPULSORY FOR A TOTAL OF 30 MARKS

- a. Define management and discuss THREE roles that managers play in an organization
{6 Marks}
- b. Discuss FIVE functions of effective communication and clearly illustrate the with
examples **{10 Marks}**
- c. Some times organizations will engage in activities not necessarily meant to earn profits
for them. State THREE benefits of CSR **{6 Marks}**
- d. To be able to execute their manadate appropriately, managers require diffrent skill.
Discuss FOUR of these skills **{8 Marks}**

SECTION B: ANSWER ANY TWO QUESTIONS FOR A TOTAL OF 40 MARKS

QUESTION TWO

- a. Define the planning function of management and explain THREE types of plans
{8 Marks}
- b. Different organizations will adopt different organization designs that will fit their operation. Define organization design and Clearly discuss FOUR organization designs and explain where they are most appropriate
{12 Marks}

QUESTION THREE

- a. Define motivation and clearly explain the Maslow Hierarchy of needs motivation theory and its application
{12 Marks}
- b. Organizations use different control systems. Discuss any FOUR systems
{8 Marks}

QUESTION FOUR

- a. Henri Fayol defines 14 principles of management. Clearly discuss any 7 Principles and how they apply in modern day organizations
{14 Marks}
- b. Discuss THREE leadership styles
{6 Marks}

QUESTION FIVE

- a. Define communication and clearly discuss the process of communication using a well labeled diagram
{11 Marks}
- b. Discuss the SIX steps in the planning process
{9 Marks}