



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2014/2015

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN URBAN & REGIONAL
PLANNING WITH INFORMATION TECHNOLOGY
(CITY CAMPUS)**

PUR 313: MANAGEMENT TECHNIQUES

Date: 25th March, 2014

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

Answer Question ONE and any other TWO questions.



PUR 313: MANAGEMENT TECHNIQUES (CITY CAMPUS)

INSTRUCTIONS;

Answer **QUESTION 1** and any other **TWO** questions

- 1a).** Describe characteristics of management **(10 marks)**
 - b).** Discuss the trends which convince the experts that management is a profession **(10 marks)**
 - c).** Explain the importance of management **(10 marks)**
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- 2a).** Discuss why management is both science and art **(20 marks)**
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- 3.** Explain the functions of management **(20 marks)**
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- 4. a).** Explain leadership and any two key leadership theories
 - b).** Describe the difference between leadership and management
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- 5.a).** Discuss the importance of organizing **(10 marks)**
 - b).** Explain why an organization chart is necessary for a firm **(10 marks)**
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- 6.** Explain characteristics of decision making **(20 marks)**