THE CATHOLIC UNIVERSITY OF EASTERN

AFRICA

MAIN EXAMINATION

MAY-JULY 2017 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND

MANAGEMENT

CMM111:PRINCIPLES OF MANAGEMENT

DURATION: 2HOURS

INSTRUCTIONS: Answer question ONE and any other TWO Questions

Q1. A) Effective management is important for the success of any institution. Citing examples from an organization of your choice, discuss the key fundamental management skills required for organization effectivenesss. (20 marks)

b) A SWOT analysis is crucial in any organization. As a CEO of a medical college. Discuss how you would use this kind of explorationfor the internal environment of your organization.

Q2. You are a management consultant. A new flower producing company has invited you to give a talk on properties of a good plan for all organizations. Provide a write up of your presentation. (20 marks)

Q3. As a head of department in the organization. There are important steps that could be taken to ensure that the implementation of the organization plan is achieved with ease. Using examples of an organization of your choice discuss the key stes that should be followed in organizing work in your respective department. (20 marks)

Q4. A) As an overall manager, it is important to run the organization keeping in mind the features of directing that will give the organization competitive advantage. Using an organization of your choice, discuss these features and how you would apply them to ensure harmony at the work place. (10 marks)

b) Discuss the five key elements of directing that should be used for effective implementation of the strategic plan of the the organization above. (10 marks)

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