

Name _____
Index No. _____

2903/303, 2906/303

2908/303, 2909/303

2912/303, 2918/303 Date

2920/303, 2922/303

PRINCIPLES AND PRACTICE OF
MANAGEMENT

July 2014

Time: 3 hours

Candidate's Signature _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN BUSINESS MANAGEMENT DIPLOMA IN
HUMAN RESOURCE MANAGEMENT DIPLOMA IN
ROAD TRANSPORT MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
DIPLOMA IN PROJECT MANAGEMENT MODULE 111

PRINCIPLES AND PRACTICE OF MANAGEMENT

3 hours INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above. Sign
and write the date of examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

For Examiner's Use Only

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all
the pages are printed as indicated and that no questions are
missing.

1. (a) Explain four criticisms that some management specialists have levelled against the principles of management as an approach towards understanding management. (8 marks)
- (b) Outline six measures that may be taken in order to ensure the effectiveness of committees in an organization. (12 marks)
2. (a) Explain the importance of following the set procedures in the daily operations of an organization. (10 marks)
- (b) Outline five ways through which management may achieve effective coordination in an organization. (10 marks)
3. (a) Highlight five control standards that may be used in an organization. (10 marks)
- (b) Explain five factors that may limit a manager in recliliting the right candidate for a job position in an organization. (10 marks)
4. (a) Leaders require authority in order to effectively play their role in organizations. Highlight the characteristics of such authority. (10 marks)
- (b) Motivation plays an important role in the management of an organization. Outline five such roles. (10 marks)
5. (a) Explain five initiatives that a business organization may take in order to contribute towards the conservation of the environment. (10 marks)
- (b) Outline five circumstances under which a matrix structure may be appropriate in an organization. (10 marks)
6. (a) Outline five limitations that may be faced as a result of implementing budgetary control in an organization. (10 marks)
- (b) Explain five objectives that an employee orientation programme should set out to achieve in an organization. (10 marks)
7. (a) Highlight five distinguishing features of secondary human needs. (10 marks)
- (b) Outline five functions that are performed by middle level managers in an organization. (10 marks)