



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
CERTIFICATE IN BUSINESS ADMINISTRATION
(CITY CAMPUS)

ACB 0010: ELEMENTS OF MANAGEMENT

Date: 15th July, 2014

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other TWO questions.



Question 1

Q1.(a) Describe the Hawthorne studies by pointing out its contribution to the actual practice of management **(8 marks)**.

(b) Explain the various skills that managers need in order to perform their duties **(8marks)**.

(c) Discuss the five functions of management **(10 marks)**.

(d) Define motivation and highlight its importance to the organisation **(4 marks)**.

Q2. Explain any **five** characteristics or features of management. **(20 marks)**

Q3.(a) Management is a process and planning is one of its functions. Discuss the importance of planning in business organizations in Kenya. **(10 marks)**

(b) Distinguish between administration and management. **(10 marks)**

Q4. 'Cooperative enterprises are a common type of business organization both in urban and rural settings'.

Describe **four** basic principles of a cooperative enterprise. **(8 marks)**

i. What are the advantages and disadvantages of partnerships? **(7 marks)**

ii. Explain the advantages of a cooperative enterprise. **(5 marks)**

Q5. Describe the **three** levels of management in a busy organization. (Use a diagram). **(15 marks)**

i. List functions performed by top managers. **(5 marks)**