



UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

1ST YEARS EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE/ TITLE: BBA 102: PRINCIPLES OF MANAGEMENT

END OF SEMESTER I

DURATION: 3 HRS

DAY/TIME: WEDNESDAY 2.00PM – 5.00PM

DATE: 11/12/2013

INSTRUCTIONS:

Answer Question One and any other Three questions

Question One

- a) Discuss the nature and significance of management. **(10marks)**
- b) Briefly explain the contributions of Elton Mayo to the development of management thought. **(10marks)**

Question Two

- a) Discuss the process of planning and highlight the requirements of a good plan. **(12marks)**
- b) Explain the benefits of an organization chart. **(12marks)**

Question Three

- a) Discuss the various principles of organization. **(8marks)**
- b) By use of appropriate illustration, explain the customer based departmentation and highlight its merits and demerits. **(10marks)**

Question Four

- a) Explain the process of recruitment and selection. **(10marks)**
- b) Discuss the various advantages and disadvantages of decentralization. **(10marks)**

Question Five

- a) By use of appropriate illustration, explain the feedback control system. **(10marks)**
- b) Briefly explain the Maslow's hierarchy of needs theory of motivation. **(10marks)**