



A Constituent College of Kenyatta University

**UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR**  
**1<sup>ST</sup> YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF**  
**COMMERCE**  
**COURSE CODE/TITLE: BBA 102: PRINCIPLES OF MANAGEMENT**  
**END OF SEMESTER: I** **DURATION: 3 HOURS**  
**DAY/TIME: MONDAY: 9.00 TO 12.00 NOON** **DATE: 10/12/2012 (S3/S2)**

---

**INSTRUCTIONS**

Answer question **ONE** and any other **TWO**.

**Question One**

- a) Define management and highlight its nature and functions. (12 marks)
- b) State and explain the various roles played by the top level managers in an organization. (8 marks)
- c) Briefly explain the contribution of Henry Fayol in the development of management thought. (10 marks)

**Question Two**

- a) Differentiate between a policy and a procedure and highlight the main features of procedures. (5 marks)
- b) Explain the concept of rationality in the decision making process. (5 marks)
- c) State and explain the various principles of organization. (5 marks)
- d) Briefly discuss the merits and demerits of an organizational chart. (5 marks)

### **Question Three**

- a) By use of an appropriate illustration, differentiate between line and staff organization and point out the advantages of this system. (8 marks)
- b) State and explain the sources of power and authority. (8 marks)
- c) Highlight any four benefits of delegation . (4 marks)

### **Question Four**

- a) Describe the process of selection. (10 marks)
- b) Discuss the main principles of direction. (6 marks)
- c) Briefly explain the process of recruitment. (4 marks)

### **Question Five**

- a) By use of appropriate illustration , explain the Maslow's hierarchy of needs theory of motivation and point out its usefulness in modern management practice. (12 marks)
- b) State and explain six barriers to effective communication and suggest how they can be overcome. (8 marks)