



UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR
1ST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE

COURSE CODE/TITLE: BBA 102: PRINCIPLES OF MANAGEMENT
EVENING CLASS

END OF SEMESTER:II

DURATION: 3 HOURS

DAY/TIME:MONDAY:5.00 TO 8.00 P.M.

DATE:8/4/2013

INSTRUCTIONS

Answer question ONE and any other TWO.

Question One

- a) Explain the roles played by managers as explained by Henry Mintzberg. **(10 marks)**
- b) Briefly explain the contribution of Hawthorne experiment to the development Of management thought. **(10 marks)**
- c) Explain any five reasons why management is considered a profession. **(5 marks)**
- d) Explain the various benefits of planning. **(5 marks)**

Question Two

- a) Explain the process of establishing a management by objectives programme and point out its various merits. **(10 marks)**
- b) Explain the various principles of decision making. **(10 marks)**

Question Three

- a) Explain the various principles of organization. **(10 marks)**
- b) Bu use of appropriate illustration explain the product based departmentation and point out its merits and demerits. **(10 marks)**

Question Four

- a) Explain the various differences between Authority and power **(10 marks)**
- b) Explain the process of selection. **(10 marks)**

Question Five

- a) Discuss the various benefits of organizational communication. (10 marks)
- b) Explain the feedback system of managerial control. (10 marks)