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University Examinations 2013/2014

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS
ADMINISTRATION AND PURCHASING AND SUPPLIES MANAGEMENT

CBA/CDS 0104: INTRODUCTION TO PRINCIPLES OF MANAGEMENT

DATE: APRIL 2014

TIME: 1 ½ HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE – (30 MARKS)

- a) What do you understand by the term “Theory of management” (4 marks)
- b) Describe the purpose of theories in management. (5 marks)
- c) Describe two theories that are classified as new-classical theories of management. (4 marks)
- d) If you are a manager in a production company, what are the functions of management that you would ensure exist within the management? (5 marks)
- e) If you are a manager of a Local petrol station in your town; name at least five stakeholders. (5 marks)
- f) Briefly explain three types of managerial ethics. (3 marks)
- g) Discuss the goals of management. (4 marks)

QUESTION TWO (20 MARKS)

Mr. Mutuma is a manager with a leading company in your county; recently he introduced a few changes within the company which were meant to improve performance but these changes were met with a lot of resistance from the employees.

- a) Discuss some of the reasons that might have brought the resistance. (10 marks)
- b) Advise Mr. Mutuma on how he can overcome the resistance. (10 marks)

QUESTION THREE (20 MARKS)

- a) As a manager, discuss the various steps involved in management by objectives. (10 marks)
- b) Discuss some of the strengths and weaknesses you would face by adopting management by objectives. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss characteristics of management. (6 marks)
- b) Discuss principles of management as advanced by Fredrick Taylor and clearly show how they apply today in a given industry of your choice. (14 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss ethical guidelines that you would adopt as a manager. (10 marks)
- b) Discuss the principles that should be considered in Ethical decision making. (10 marks)