



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF ARTS IN URBAN & REGIONAL
PLANNING WITH INFORMATION TECHNOLOGY**

CITY CAMPUS -REGULAR

PUR 313: MANAGEMENT TECHNIQUES

Date: 14th February, 2018

Time: 9.00 - 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



PUR 313 MANAGEMENT TECHNIQUES (KISUMU CAMPUS)

ANSWER QUESTION ONE AND ANY OTHER TWO

1 (i) Differentiate between Goals, Objectives and Aims. (6Marks)

(ii) Explain:

(a) The concept of Management.(5Marks)

(b) The importance of Management.(5Marks)

(c) The functions of a Manager.(9Marks)

(iii) Describe the key levels of Management.(10Marks)

2 Discuss, not more than, five benefits and five possible pitfalls of planning in Management.(20Marks)

3 (i) Describe common tenets attributed to any profession.(10Marks)

(ii) In what ways would you consider Management as a profession? (10Marks)

4 Discuss the skills necessary at all levels in a Management Set-Up.(20Marks)

5. Explain

(i) The leadership types and styles. (10Marks)

(ii) Two key models of leadership (10Marks)

6 Explain the principle of Total Quality Management (TQM) (20Marks)