



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS
ADMINISTRATION
1ST YEAR 1ST SEMESTER 2023/2024 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BAB 1103

COURSE TITLE: INTRODUCTION TO MANAGEMENT

EXAM VENUE:

STREAM: BBA

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

QUESTION ONE

Due to the rapid development of science and technology, globalization, transportation and communication system, increase in new pace of economic development, emerge various new perspectives in management.

Required

- a) As General Manager of a company currently, discuss at least five emerging challenges in management that you would face. **(10 marks)**
- b) Explain with examples, ten qualities you need to deal with the situation. **(10 marks)**
- c) Discuss five benefits of corporate social responsibility strategies that would help you reduce the impact of the emerging trends in management. **(10 marks)**

QUESTION TWO

- a) Recently management as a profession has gained a firm footing in Kenya, due to awareness about contribution of managers. Discuss at least five factors that aid in the growth of management in Kenya. **(10 marks)**
- b) Management ethics helps managers decide what's wrong and right in the work place. Explain at least five areas in which a manager would ensure he/she is ethical. **(10 marks)**

QUESTION THREE

- a) Internal environment is a component of the business environment, which is composed of various elements present inside the organization, that can affect or can be affected with the choice, attitude and decisions of the organization. Discuss six factors that influence internal environment of an organization. **(12 marks)**
- b) Explain how today's manager would use the behavioral approach in management. **(8 marks)**

QUESTION FOUR

- a) Planning is committing and allocating organization limited resources towards achieving its objectives and for anticipating the future opportunities and problems. Discuss five areas in which organization planning is heavily criticised. **(10 marks)**
- b) Job design or redesign is a process of determining job roles, what it involves and how it relates to other jobs in the organization structure. Discuss five strategies manager often use to redesign jobs in their companies. **(10 marks)**

QUESTION FIVE

- a) Controlling sometimes have negative connotation. Explain at least ten areas in which controlling is significant function to an organization management. **(10 marks)**
- b) Despite a costly process, organizations continue to seek for quality assurance. Discuss five advantages of quality assurance standards to any organization. **(10 marks)**