



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
1ST YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTER

COURSE CODE: BBM 2115

COURSE TITLE: PRINCIPLES OF MANAGEMENT

EXAM VENUE:

STREAM (DBA)

DATE: 21/12/2015

EXAM SESSION: 2.00 – 3.30PM

TIME 1 ½ HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE

- a) What is management? (2 marks)
- b) Write short notes on the following management styles (10 marks)
 - i. MBO
 - ii. MBWA
 - iii. MBE
 - iv. MBC
- c) Discuss five major functions of management (5 marks)
- d) Explain the various levels of management and their functions (5 marks)
- e) Management is an “Art as well as a Science” in light of this statement, explain the key skills and qualities required for an effective manager (8 marks)

QUESTION TWO

- a) Explain the Various Management Principles required for effective management as articulated by Henri Fayol (1845-1945) “Father of Modern Management” (10 marks)
- b) Distinguish between Management and Administration (10 marks)

QUESTION THREE

- a) What is e-commerce and it’s impact on present business management (2 marks)
- b) Business Ethics is a virtue that can either make or break an organization, as a business manager explain it’s meaning and the various features that are key in ascertaining it’s effective implementation in a firm (10 marks)
- c) Describe the management evolution process (8 marks)

QUESTION FOUR

- a) A manager is by default a leader, substantiate this statement (2 marks)
- b) Management is a dynamic process, describe the various challenges experienced by present day managers and means of solving them (10 marks)
- c) “No business can operate in a vacuum,” As a modern business manager, describe the various internal and external environment you must scan to achieve this (10 marks)

QUESTION FIVE

- a) Social Responsibility of Business (2 marks)
- b) “A business has an obligation to be socially responsible to various parties in the society” State ways in which businesses should be socially responsible to the following people
 - i. The Consumers
 - ii. The Government
 - iii. The Community (10 marks)
- c) As a Manager of Company XYZ discuss how you would ensure effective security of information and documents in your organization (8 marks)

GOODLUCK