



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATION 2016/2017

**1ST YEAR 2ND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

NAMBALE LEARNING CENTRE

COURSE CODE: BBM 2115

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS

- 1. This paper contains 5 questions**
- 2. Answer question 1 (compulsory) and any other 2 questions**
- 3. Write all the answers in the booklet provided**

Question One

- a) How do management principles help increase managerial efficiency at enterprise and social levels. (8 Marks)
- b) List down the roles of a manager in an enterprise. (6 Marks)
- c) What are the outstanding characteristics of management? (5 Marks)
- d) Outline the structure of scientific management. (2 Marks)

Question Two

- a) Explain the advantage of planning. (10 Marks)
- b) Explain the importance of staffing. (10 Marks)

Question Three

- a) Highlight the role of a leader. (8 Marks)
- b) Describe guidelines for effective organization. (12 Marks)

Question Four

- a) Explain the process of communication. (12 Marks)
- b) State the features of motivation. (8 Marks)

Question Five

- a) Discuss the various styles of leadership. (8 Marks)
- b) Explain the importance of leadership. (12 Marks)