

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR COMMERCE

BCOM 121: PRINCIPLES OF MANAGEMENT

STREAM:

TIME: 2 HRS

DAY: FRIDAY [11.30-1.30 P.M]

DATE: 12/04/2024

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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INSTRUCTIONS

Answer question one and any other two questions

QUESTION ONE:

If you were a consultant to a clothing manufacturing company. What planning tools or techniques will you consider in dealing with competitiveness? Be elaborate

(10 marks)

- a) What did other management theorists observe about the shortcomings of Fredrick Taylor’s approach to management? **(6 Marks)**
- b) Managers can be classified by different management levels. Explain. **(6 Marks)**
- c) State and explain three managerial roles as identified by Henry Mintzberg. Clearly identify how each is subdivided. **(8 Marks)**

QUESTION TWO:

- a) What are the barriers to effective planning and how can an organization overcome them? **(10 Marks)**
- b) Using examples, define the following terms as used in management;
 - i. Authority
 - ii. Effectiveness
 - iii. Productivity
 - iv. Efficiency**(10 Marks)**

QUESTION THREE:

- a) Most managerial decision making follows one of the two models: the rational model or the behavioral model. Compare and contrast these models of decision making. **(10 Marks)**
- b) What are the major differences between tall and flat organizations? Why are these differences important? **(10Marks)**



QUESTION FOUR:

- a) What is selection? What are some of the techniques used in it? **(8 marks)**
- b) Maslow's Hierarchy of Needs Theory was based on certain assumptions. Explain **(6 Marks)**
- c) What changes occurred at the end of 19th Century and the beginning 20th century that led to the birth of management approaches **(6 Marks)**

QUESTION FIVE:

- a) Using examples differentiate between vertical and horizontal communication. **(8 marks)**
- b) McGregor's research argues that leadership behavior depends on how the manager views subordinates. Elucidate **(8 Marks)**
- c) Discuss factors that influence group effectiveness and the span of management **(6 Marks)**

