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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 114**

**COURSE TITLE: PRINCIPLES OF MANAGEMENT**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Explain Five types of communication in an organization **[10 marks]**
2. Explain the concept of management as an art **[5 marks]**
3. Distinguish between unit of command and direction **[5 marks]**
4. Distinguish between unit of command and direction **[5 marks]**

**QUESTION TWO**

1. Discuss the steps a manager should follow in the planning process **[10 marks]**
2. Differentiate between management and administration **[ 4 marks]**

**QUESTION THREE**

1. Distinguish between recruitment and selection **[5 marks]**
2. Discuss five element of organizational structure **[10 marks]**

**QUESTION FOUR**

1. Discuss the managerial roles of a manager as given out by Prof. Henry Mintzberg  **[10 marks]**
2. Explain any four principles of organizing as Management Function **[5 marks]**

**QUESTION FIVE**

1. Explain five managerial skills that a manger should possess **[10 marks]**
2. Outline five sources of power for effective leadership **[5 marks]**

**QUESTION SIX**

Describe the various approaches to management and indicate how each approach is important in management **[15 marks]**