



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR ONE
FIRST SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL 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: 22/03/18

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) 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

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QUESTION ONE (COMPULSORY)

- (a) Explain **three** types of communications in an organization [3 marks]
- (b) Explain the concept of management as an art [4 marks]
- (c) Distinguish between unit of command and unit of direction [5 marks]
- (d) Differentiate between management and administration [4 marks]
- (e) Discuss the steps that a manager should follow in the planning process. [9 marks]

QUESTION TWO

- (a) Explain elements of directing function in an organization [6 marks]
- (b) Discuss **five** factors that motivate employees performance [5 marks]
- (c) Outline limitations of planning [4 marks]

QUESTION THREE

- (a) Distinguish between recruitment and selection [5 marks]
- (b) Discuss **five** element of organizational structure [10 marks]

QUESTION FOUR

- (a) Explain **five** managerial skills that a manager should possess [5 marks]
- (b) Outline the importance of control system in an organization [5 marks]
- (c) Differentiate between Theory Y and Theory X as proposed by McGregor [5 marks]

QUESTION FIVE

- (a) Outline **five** sources of power for effective leadership. [5 marks]
- (b) Discuss the basic steps in the controlling process [10 marks]

QUESTION SIX

- (a) Explain the basic steps in the organizing process [5 marks]
- (b) Describe the managerial roles of a manager [10 marks]

