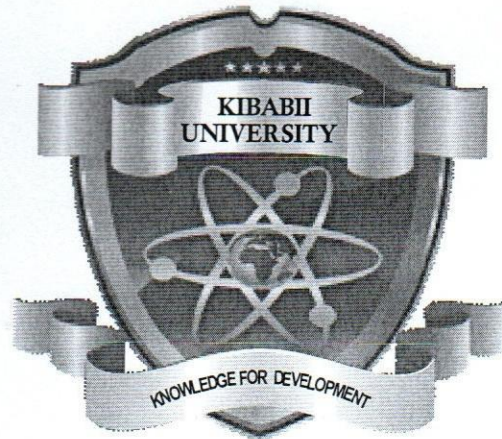


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER  
MAIN EXAMINATION**

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

**COURSE CODE: BBM 122**

**COURSE TITLE: PRINCIPLES AND PRACTICE OF  
MANAGEMENT**

**DATE: 23/02/2021**

**TIME: 2.00PM-4.00PM**

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### INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

## SECTION A (Compulsory)

### Question 1

- (a) Define the following terms:
- (i) Management (2 marks)
  - (ii) Organization (2 marks)
  - (iii) Job Analysis (2 marks)
  - (iv) Recruitment (2 marks)
  - (v) Capacity Building (2 marks)
- (b) Discuss the concept of management by functional areas giving relevant examples. (20 marks)

## Section B: Answer any two questions (40 marks)

### Question 2

- a) Scientific theory of management as propounded by Fredrick Taylor. Highlight the key areas of this theory as applied in organizations today. (10 marks)
- b) Staff motivation is very crucial to enable the organization to achieve its goals. Elaborate. (10 marks)

### Question 3

- a) Planning is very important since it helps the Board of Directors of the organization know the direction to take. Elaborate. (10 marks)
- b) State and discuss the decision-making steps in an organization of your choice. (10 marks)

### Question 4

- a) Name and explain the theories of leadership and their impact on management of a school. (10 marks)
- b) Define Training and Development and highlight its importance in an organization of your choice. (10 marks)

### Question 5

- a) Recruitment and selection are Human Resource Management function. Elaborate. (10 marks)
- b) Management is the 'oldest of the arts and youngest of the sciences. Elaborate citing examples from an organization of your choice. (10 marks)

**QUESTION THREE**

- a) Finding new ways to promote existing products to the public can be a challenge. However, revamping company's marketing strategy can make the business even more popular and increase sales. Explain the ways of promoting existing products to the public. (10 marks)
- b) Distinguish between qualitative research and quantitative survey research in marketing. (10 marks)

**QUESTION FOUR**

- a) The price of a product usually must cover costs of production, promotion, and distribution plus profits for the offering to be of value to the firm. What are the benefits of conducting pricing research? (10 marks)
- b) The purpose of developing promotion research serves as a good outline of the role played by marketing research promotion. Discuss. (10 marks)

**QUESTION FIVE**

- a) Consumer research seeks to produce knowledge about consumer behaviour. It is the process of acquisition, consumption and dis-position of products, services, time and ideas by decision making units. Discuss the types of knowledge that can be produced in consumer research. (10 marks)
- b) The marketing approach used for each research segment should reflect the particular needs of existing and potential customers in that segment. A segmentation approach to marketing research succeeds, when there are identifiable clusters of customer wants in the market. Explain the output of segmentation research. (10 marks)