

220



UNIVERSITY EXAMINATIONS
MAIN EXAMINATION
2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 121
COURSE TITLE: PRINCIPLES OF MANAGEMENT
DATE: 04/02/2022 TIME: 2.00PM – 4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE** (1) (Compulsory) and **ANY OTHER TWO** (2) Questions
- 2) Candidates must hand in their answer booklets to the invigilator while in examination room
- 3) Credit is given for legibility, clarity and use of relevant examples
- 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
- 5) Clearly write your **Registration Number** on each answer sheet used

TIME: 2 HOURS

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

Mr Majoni, Managing Director of Bungoma Sijaona Leo Industries, in year- end address to the Company's management said 'ladies and gentlemen, this business of organizational planning will no longer be a priority in the company's 2022 calendar of activities.' Miss Waridi who has graduated from People Management Institute College in Bungoma County has been hired as a manager in Bungoma Sijaona Leo Industries and has continued facing many contemporary management challenges at varied levels of management.

- a) As a management specialist, explain possible consequences of Mr. Majoni's decision in ignoring planning as a management tool. (10 marks)
- b) Describe the roles Waridi is expected in her new position. (10 marks)
- c) Outline the challenges that confront a modern day's manager like Miss Waridi (10 marks)

QUESTION TWO

Nzoia Sugar Company has experienced increased level of conflict between management and their subordinates. The situation has been attributed to poor communication.

- a) Analyze possible causes of the prevailing situation at Nzoia Sugar Company (10 marks)
- b) Suggest the possible areas of control as a management function Nzoia Sugar Company should consider to improve in its efficiency of operations (10 marks).

QUESTION THREE

Nguo Safi Ltd, a newly established cloths design company in Bungoma County have sought your expert advice on the choice of the most appropriate form of organizing the firm.

- a) Explain to them forms of organization structure which should be considered in their company (8 marks)
- b) Present one form of the graphical structure features which should be reflected in Nguo Safi Ltd structure. (4 marks)
- c) Advise the kind of management skills that are necessary in Nguo Safi Ltd if it has to succeed in its operations (8 marks)

QUESTION FOUR

Briefly explain the following Key Principles of Management terms:

- a) Technical Skills (5 marks)
- b) Scientific Management Theory (5 marks)
- c) Theory Y Assumption under McGregor (5 marks)
- d) Un-programmed Decision (5 marks)

QUESTION FIVE

International businesses extend their operations across national boundaries where a number of staff with various cultural background and beliefs are posted to work in those foreign countries as expatriates.

- a) What advantages do Multinational Corporations have to the host companies? (10 marks)
- b) Explain the effect of Globalization in the global business management (10 marks)