

180

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
MAIN EXAMINATION**

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

COURSE CODE: BCO 121

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE: 23 DEC 2022

TIME: 9:00-11:00 AM

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

QUESTION ONE

The 21st century has brought with it a new workplace, one in which everyone must adapt to a rapidly changing society with constantly shifting demands and opportunities. The economy has become global and is driven by innovations and technology and organizations have to transform themselves to serve new customer expectations. Today's economy presents challenging opportunities as well as dramatic uncertainty.

The new economy has become knowledge based and is performance driven. The themes in the present context area 'respect', participation, empowerment, teamwork and self-management. In the light of the above challenges a new kind of leader is needed to guide business through turbulence. Managers in organizations do this task. A manager is someone who coordinates and oversees the work of other people so that organizational goals can be accomplished. It is not about personal achievement but helping others do their job. Managers may also have additional work duties not related to coordinating the work of others

Use the above information to answer the following questions:

- a) Analyse five benefits of keeping track of the consumer demands or preferences in the dynamic business environment
(10 Marks)
- b) The influence of a manager is felt through his or her skills on the duties and responsibilities given to him or her by the organization. Clarify any five skills that a manager should possess in order to be effective
(10 Marks)
- c) It is normal for managers to delegate duties to subordinates and it doesn't mean they have demoted themselves. Elaborate using relevant examples on the factors which leads to delegation in an organization
(10 Marks)

QUESTION TWO

- a) Decision making is very crucial in any organization. Examine any two types of decisions made by the top level managers
(10 Marks)
- b) Managers are not the owners of the organization. Illustrate with five relevant examples the reality of this statement
(10 Marks)

QUESTION THREE

- a) Management environment is a determining factor on the firm's competitiveness. Discuss any five components of the internal environment
(10 Marks)
- b) Employees are not machines, this is to say they should not be handled mechanically. Evaluate five approaches that managers use to ensure the employees are free, dedicated and committed at their work stations
(10 Marks)

QUESTION FOUR

- a) Assume your organization has to a global level. Analyze five components of the general environment that you will encounter in your managerial duties
(10 Marks)

- b) Planning is one of the elements of management, it qualifies to be the first one then others follow because of its impact. Evaluate five evidences which makes it maintain the first step. (10 Marks)

QUESTION FIVE

- a) Strategic management's main aim is to give direction for organizations. Elaborate on any two components of a strategy statement (10 Marks)
- b) Human resource management is the backbone of formal organizations. Justify the relevance of its nature using five examples (10 Marks)