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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
CBM 016 FUNDAMENTALS OF MANAGEMENT & ENVIRONMENT

Date: 8TH AUGUST 2024

Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Examine features of business environment. (5 Marks)
- b) Describe the reasons /purpose of organizing. (5 Marks)
- c) Describe and Enlist the principles of direction. (5 Marks)
- d) Explain the levels of planning in an organization. (5 Marks)
- e) Examine basic functions of management. (5 Marks)
- f) Discuss the Need or Importance of Business Ethics. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Describe the systems theory of management. (6 Marks)
- b) State at-least four barriers to planning. (7 Marks)
- c) Describe at-least three characteristics of management. (7 Marks)

QUESTION THREE (20 MARKS)

- a) Highlight some of the internal components of business environment. (7 Marks)
- b) Explain direction and discuss the elements of direction. (7 Marks)
- c) Explain the basic steps of the control process. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss micro environment elements that directly affect the Company. (6 Marks)
- b) Control is the most important aspect of a Manager's function. Discuss. (7 Marks)
- c) Outline the basic principles of organizing. (7 Marks)

QUESTION FIVE (20 MARKS)

- a) Outline briefly steps involved in planning function. (6 Marks)
- b) Explain three macro environment forces that creates opportunities pose threats to business units. (7 Marks)
- c) Examine the Importance of Directing function of management. (7 Marks)