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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2014/2015 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 25th April, 2014
Time: 2.00pm – 4.00pm

KBA 209 – PRINCIPLES OF MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms;
- i) Management
 - ii) Decision making
 - iii) Planning
 - iv) Controlling
 - v) Social responsibility (10 Marks)
- b) List four functions of management. (4 Marks)
- c) List for characteristics of today's new organization. (4 Marks)
- d) Explain two ways of improving group decision making. (4 Marks)
- e) List and explain briefly four factors of the external business environment. (8 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly explain five advantages of the principles of management. (10 Marks)
- b) Explain the steps followed in the staffing process in the right order. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Managers are classified in three categories based on their level. List and explain briefly the three categories.
(6 Marks)
- b) Henry Fayol came up with the fourteen principles of management. Explain briefly any seven.
(14 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain two types of decision making and give an example of each.
(5 Marks)
- b) List and explain the six steps followed in decision making.
(15 Marks)

QUESTION FIVE (20 MARKS)

- a) Define communication.
(2 Marks)
- b) List and explain four barriers to effective communication.
(8 Marks)
- c) According to Michael Porter, there are five forces of industry analysis. List and explain them stating at least two factors under each force.
(10 Marks)