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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 10th April, 2017.
Time: 3.30pm – 5.30pm

KBA 209 - PRINCIPLES OF MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Frederick W. Taylor, among other classical theorists attempted to provide a solution at a time when organizations were faced by major inefficiencies in their production activities. Explain some of his key contributions into the practices of management. (7 Marks)
- b) “Managers all over the world agree that failing to plan is planning to fail”. In the light of this statement, outline the benefits of planning to an organization. (7 Marks)
- c) What is goal optimization and how can it be obtained in organizations? (4 Marks)
- d) Briefly explain the following terms as found in strategic planning;
- i) Corporate level strategies
 - ii) Business level strategies
 - iii) Functional level strategies
- e) Differentiate between leadership and management. (6 Marks)
- (6 Marks)

QUESTION TWO (20 MARKS)

- a) “Decision making is a systematic and planned process involving a number of interrelated stages”. Discuss (14 Marks)
- b) What is the importance of the control function to an organization? (6 Marks)

QUESTION THREE (20 MARKS)

- a) Abraham Maslow's hierarchy of needs theory has been cited as one of the approaches in modern management. Explain his theory. (10 Marks)
- b) What is the role played by goals in an organization? (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the major methods that can be used to group jobs in organizations. (6 Marks)
- b) What role is played by an organizational chart in an organization? (4 Marks)
- c) Explain the steps followed in the staffing process? (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Michael Porter identified three competitive strategies that can be used by organizations to gain competitive advantage at the business level. Discuss these strategies. (9 Marks)
- b) A purely democratic style of leadership has a number of characteristics that make it desirable over other styles. Outline these characteristics? (5 Marks)
- c) Highlight three advantages of the autocratic style of leadership. (3 Marks)
- d) What is bureaucracy? (3 Marks)