



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**SECOND YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF BUSINESS AND INFORMATION**  
**TECHNOLOGY**

Date: 8<sup>th</sup> August, 2024  
Time: 2.30pm – 4.30pm

**KBA 2206 FUNDAMENTALS OF MANAGEMENT**

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

**MATER HOSPITAL MARATHON**

The Mater Heart Run was started in 2002 as one of the main fundraising avenues for the Cardiac program. Initially held only in Nairobi, the Heart Run has grown over the years and is now held in TEN (10) different towns namely; Nairobi, Mombasa, Machakos, Kakamega, Kisumu, Nakuru, Eldoret, Nyeri, Kericho & Bomet. The 21st edition of the Mater Heart Run was launched in Nairobi on Friday. The race, to be held across ten Kenyan counties on June 3, aims to raise funds to support children with cardiac complications. Organizers are targeting 100,000 participants in the run this season. They are also aiming to raise over Sh119 million which will cater for treatment of related heart diseases among children. "So far we have done 4893 surgeries through the race proceeds," Mater Misericordiae Hospital CEO Mary Ngui told Standard Sports. "The surgeries have helped the affected children to live normal lives. They can play, run, go to school and do everyday activities like other normal children." Some participants who will take part in the run gave accounts of how the complicated surgeries gave them a second chance in life.

"I'm glad that my heart is fully restored now, I can now play with my friends," Kelvin Mutuku, 10, from Mukuru slums in Nairobi highlighted. Mutuku had four complex heart defects whose surgeries were done by special doctors from the Czech Republic last year. Favour Ndaru, 8, also from the same estate said he is glad to be alive after the successful procedure. Ndaru was born with a hole in his heart which was successfully repaired in 2022. Delight Njoki, 18, narrated how she was unable to do even 100m dash before running out of breath. "After the procedure, I can now do endurance races. I'm now running and completing the marathons, soon I'll start winning," Njoki said. "I'm more than a conqueror, I'm feeling better, I'm feeling alive," she added.

Other participants who have undergone similar surgeries are Elisha Josiah (13 years) and Travis Rugendo (four) who underwent open heart surgeries in 2019 and 2022 respectively. While giving the reason why the noble initiative was birthed 21 years ago, Ngui stated: "In 1995, we saw a great need to attend to children from poor backgrounds that were suffering from cardiac ailments that deterred them from carrying out the normal activities like other children."

- a) Matter Hospital in cooperate social responsibility, costed them billions of money to empower the society. Advice the shareholders three well elaborated reasons why Matter Hospital should stop her CSR activities (6 Marks)
- b) For many citizens and people of good will to be motivated to participate in Matter Marathon, Explain three strategies manager in Matter Hospital is currently using to motivate citizens participation. (6 Marks)
- c) Planning is an important function for any manager as it determines the success of the organization. Describe three principles of effective planning as applied in Matter Hospital Marathon. (6 Marks)
- d) As public relations officer at Matter Hospital , Explain to the Management Board three benefits of social responsibility in an organization. (6 Marks)
- e) While giving the reason why the noble initiative was birthed 21 years ago, Ngui stated: "In 1995, we saw a great need to attend to children from poor backgrounds that were suffering from cardiac ailments that deterred them from carrying out the normal activities like other children. Explain three reason for supporting CSR activities by Matter Hospital. (6 Marks)

### **QUESTION TWO (20 MARKS)**

- a) Discuss on the three types of leadership styles applicable in business organizations today. (8 Marks)
- b) Explain with reason three external factors that motivates employees in modern day organizations. (6 Marks)
- c) How can managers of business organizations apply Maslow's hierarchy of needs theory. (6 Marks)

### **QUESTION THREE (20 MARKS)**

- a) Discuss four disciplinary measures that can be taken against a non performing employee. (8 Marks)
- b) Elaborate three problems encountered in performance appraisal process. (6 Marks)
- c) Identify three participants and their key participants in performance appraisal process. (6 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Youth unemployment is continuously increasing in Kenya, as a Consultant you have been appointed to advice the Government on various ways of reviving economy for job creation. Explain four ways of reviving Kenyan economy. (8 Marks)
- b) Analyze any three unethical business practices done by boda boda people and comment on their effects on business organization. (6 Marks)
- c) Explain three ways of upholding maximum discipline among Hawkers in Nairobi. (6 Marks)

### **QUESTION FIVE( 20 MARKS)**

- a) Explain four ways the country top management can use to address the complaints raised by Gen Z riots across the country. (8 Marks)
- b) With the aid of a diagram , discuss the process of communication. (6 Marks)
- c) Give three benefits of feed back in communication process. (6 Marks)