



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2019 SEMESTER

CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CIBM 003

COURSE TITLE: FUNDAMENTALS OF MANAGEMENT

DATE: 9 APRIL 2019

TIME: 11.30 AM – 1.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

Question One

- a) It's is important for all managers to understand their roles in any given organization. Explain any of three roles in which an organization manager is expected to undertake [6 marks]
- b) The word 'motivation' has been derived from the word 'motive' which means any idea, needs or emotions that prompts a man into action. With the aid of diagram Explain Maslow's Hierarchy of Needs Theory. [10marks]
- c) Skills are essential for any manager, they enable managers to manage organization efficiently and effectively and in turns ensure the achievement of organizational goals. Explain three management skills. [6 marks]
- d) It's the duty of the organization to give consideration to corporate social responsibility as they do their business in the society. However managers are faced with some critic when carrying out the corporate social responsibility. Explain four critics that managers face when engaging in corporate social responsibility. [8marks]
- e) Explain five general principles of management according to Henry Fayol. [10marks]
- f) Organizing is one of the major management functions and need to be given a great consideration to enable organization success. Explain six steps in organizing process. [6marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) It have become so crucial to study the fundamentals of management as one of the unit in certificate of business management. Discuss the reasons as to why the study of fundamentals of management is important [10marks]
- b) Management is divided into three major level and each level has it major duties and responsibilities. Explain three levels of management. [10marks]

Question Three

- a) It is the duty of every manager to understand and exercise control in a given organization as part of management. You have been appointed as a middle level management officer, explain characteristics of controlling. [10marks]
- b) As a manager in one of the leading organization in Kenya you have been asked to explain five factors influencing Span of Management. [10marks]

Question Four

- a) It have become so crucial to study the fundamental of management as one of the unit in certificate of business management. One of the reasons is to enable students to precisely understand the functions of management, Discuss. **[10marks]**
- b) The management of ABC intends to start another project based in Kericho. Before undertaking the project, the general manager has directed proper planning to be carried out first. Explain five benefits of planning in regards to ABC limited **[10marks]**

Question Five

- a) Whoever fails to plan, plans to fail. This is not exceptional in any given organization and hence the need for every managers to understand clearly on what entails planning, it's importance of planning and the steps to follow during planning. However planning has its disadvantages. Discuss three disadvantages of planning **[6 marks]**
- b) Explain the following terms;
- i. Leadership **[3 marks]**
 - ii. Strategy, **[3 marks]**
 - iii. Entrepreneur. **[2 marks]**
- c) Discuss three benefits that accrue to a firm that carries out corporate social responsive activities **[6 marks]**