



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 102

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE: 5 APRIL 2017

TIME: 3.00 PM – 6.00 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:

QUESTION ONE :

- a) Assume you are a manager of a company of your choice and you have to speak and present a managerial role and give the perspective of your company. Discuss how you would encourage people to invest in your company (15 marks)
- b) Discuss the applicability of Max Weber's ideal bureaucracy model in the companies (10 marks)
- c) Using examples explain the differences between a closed system and an open system (5 marks)
- d) Elaborate the various types of decisions in respect to their scope, importance and the impact they create in the organization (10 marks)

SECTION B:

QUESTION TWO:

- a) Discuss the 2 kinds of theories that McGregor came up with citing their applicability and with examples (12 marks)
- b) Employees might not be receptive to change. Explain the characteristics of the controlling aspect (8mark)

QUESTION THREE:

- a) Group ABC were arguing that management is art and Group XYZ said it is a science. Discuss your viewpoint of management supporting it with facts (10 marks)
- b) Clayton Alderfer was a formulator of the motivation model alongside others. Explain the need categories as explained by him. (10 marks)

QUESTION FOUR:

- a) 'A leader is trained and not born'. In light of this statement explain the 3 types of leadership styles that can be used by management (12 marks)
- b) You applied for a position of being a manager of your dream company. Discuss the best kind of skills for this job and how you will attain the skills (8 marks)

QUESTION FIVE:

- a) Money is not the only thing that can motivate. Explain the non -financial incentives that managers can use (12 marks)
- b) Explain the techniques used in decision making (8 marks)