



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY-AUGUST 2018 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: DBCC 011

COURSE TITLE: INTRODUCTION TO MANAGEMENT PRACTICE

DATE: 7 AUGUST 2018

TIME: 3.00PM-6.00PM

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) According to organizational development thinking, process of motivation begins with an assumption that behavior is directed toward achievement of satisfaction of needs. Illustrate well then the Abraham Maslow's hierarchy model [10 marks]

b) Organizations can choose between planning and failing to plan, having in mind that planning is a crucial managerial function .Discuss the importance of planning [10 marks]

c) Fredrick Taylor used to work in a steel industry. Discuss the scientific approach on management in respect to a firm's productivity in modern marketing management. [10 marks]

d) Financial motivation does not always work to improve employees performance at work, this is because people are different .Discuss any non-financial incentives that management to use to motivate their employees [10 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two:

a) Span of management refers to the number of subordinates that report to a manager Discuss thus the factors that influence span of management in an organization. [10 marks]

b) Social responsibility is an obligation and a commitment of managers, and it is a key area in the relation between an organization and the society. Why must a manager have a social responsibility [10 marks]

Question Three:

a) Organizing is a managerial function and it's a multi-step process Discuss well the steps involved in organizing [10 marks]

b) Quantitative management view point focuses on the use of mathematics, statistics and information aids to support managerial decision making and organizations effectiveness. Discuss this in relation leadership styles [10 marks]

Question Four:

a) Systematic planning is essential for the success and survival of any organization. Discuss well the functions of management. [10marks]

b) The word leadership is sometimes used as if it were an attribute of personality, sometimes as if it were a characteristic of certain positions within an organization, and sometimes as an aspect of behavior. Discuss this in relation to Hawthorne studies [10marks]

Question Five:

a) Organizational change is about reviewing and modifying management structures and business processes. Discuss then the assumptions that managers with Theory Y orientation make about people [10 Marks]

b) A manager, no matter his level performs a series of function as realized in the study of the managerial process. Discuss then the five universal functions of management. [10 marks]