



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY- APRIL 2025 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 102

COURSE TITLE: PRINCIPLES OF MANAGENT

DATE: APRIL 2025

TIME:

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

Suresh works in a bulb manufacturing company. Each bulb which is manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10 watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department before the assembling process starts. However he finds that his company's policies only allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

- a). In relation to the Bulb manufacturing Company, discuss how Max Weber's Ideal Bureaucracy has been implemented. **[12 marks]**
- b). Communication is one of the key influencers in the success of any organization. Examine Chester Barnard's contribution in Management as regards Organizational communication
- c). There is a lot of Planning in this organization. Examine the key Principles that seem to be aiding the bulb manufacturing company in its Process. **[8 marks]**
- d). Evaluate on the key Environmental aspects that the Company ought to put into consideration when planning for the production of the various bulbs. **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

Kanjo is a young Entrepreneur with little background in management and is currently organizing her small business venture. Kanjo seeks your insight as an expert in Management;

- a). Explain to the Young Entrepreneur, the Concept of organizing and the key activities involved in the Organizing process. **[12 marks]**
- b). Explain to Kanjo the concept of Span of Control as used in organizing process and clearly examine the key factors that influence the span of control. **[8 marks]**
- a)

Question three

- a) Leadership is the ability to influence the work of others in choosing and attaining predetermined goals. In lieu of this, explain two main Theories that explain the approaches to Leadership. **[12 marks]**
- b) Many organization fail to achieve their set goals due to ineffective decision making by managers. Examine the various measures that managers can adopt to curb or reduce the many barriers in effective decision-making. **[8 marks]**

Question Four

Staffing is viewed as one of the most important functions of management. It involves the process of filling the vacant position of the right personnel at the right job, at right time. Hence, everything will occur in the right manner. In view of this statement;

- a). Discuss the Key Characteristics of the Staffing Function of Management. **[12 marks]**
- b). Explain the main external sources from where Human Resource Managers can recruit employees from. **[8 marks]**

Question five

Karanu has been running a Partnership with his best friend Kanyi for five years. The firm has been performing well although below its potential. This could be attributed to high staff Turnover of employees.

- a). Examine the key main factors attributable to high turnover in this business venture. **[10 marks]**
- b). Advice these partners on the various ways they can adopt to be able to attract and retain the right employees in order to boost the performance of the venture. **[10 marks]**