



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING  
MANAGEMENT  
BACHELOR OF COMMERCE HONOURS DEGREE IN ACCOUNTING**

PART I FIRST SEMESTER EXAMINATION

**PRINCIPLES OF MANAGEMENT [BMA1103]**

JUNE 2023

DURATION: 3 HOURS

**INSTRUCTIONS**

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

**INFORMATION**

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

### **QUESTION 1**

Explain any ten principles of management as articulated by Henry Fayol. [25 MARKS]

### **QUESTION 2 [25 MARKS]**

- a. Discuss the main features of bureaucracy. [10 MARKS]
- b. Indicate the merits and demerits of bureaucracy. [15 MARKS]

### **QUESTION 3**

Write short notes on:

- Incremental change [15MARKS]
- Flat organisational structure [5 MARKS]
- Leading [5 MARKS]
- Technical skills [5 MARKS]
- Organising [5 MARKS]

### **QUESTION 4**

Using suitable examples discuss the relevance of Maslow's Hierachy of Needs Theory in managing modern day business organisations. . [25 MARKS]

### **QUESTION 5**

- a. Outline the symptoms of poor planning. [10 MARKS]
- b. Describe any five factors affecting organisational design. [15 MARKS]

### **QUESTION 6**

Using real life examples, discuss the relevance any two motivational theories to modern day management practices. [25 MARKS]

**END OF EXAMINATION PAPER**