



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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

PART I FIRST SEMESTER EXAMINATION

PRINCIPLES OF MANAGEMENT [BMA 1103]

SEPTEMBER 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

Discuss the contribution of Taylor and Fayol towards the development of management thought. [25 MARKS]

QUESTION 2

- a. Explain the objectives of planning and the steps involved in the planning process. [10 MARKS]
- b. Evaluate the delegation of authority, using examples what are difficulties in the process of delegation. [15 MARKS]

QUESTION 3

Write short notes on:

Benchmarking	[5 MARKS]
Six sigma	[5 MARKS]
Just in time management	[5 MARKS]
Span of control	[5 MARKS]
Total quality management	[5 MARKS]

QUESTION 4

Discuss the role of and limitations of planning in a modern business organisations. [25 MARKS]

QUESTION 5

- a. Evaluate the process of staffing and also explain its importance using examples. [12 MARKS]
- b. Discuss the nature, functions and scope of management. [13 MARKS]

QUESTION 6

Discuss any three theories of motivation. [25 MARKS]

END OF EXAMINATION PAPER