



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

PART I FIRST SEMESTER EXAMINATION

PRINCIPLES OF MANAGEMENT [BMA 1103]

SEPTEMBER 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.

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 importance of planning to an organisation of your choice. [25 MARKS]

QUESTION 2

a. Discuss the functions of management. [10 MARKS]

b. Describe the levels of management clearly outlining the type of skills required in each level.

[15 MARKS]

QUESTION 3

Write short notes on:

a. Conceptual skills [5 MARKS]

b. Espirit de Corps [5 MARKS]

c. Centralisation [5 MARKS]

d. Controlling [5 MARKS]

e. Tactical management level [5 MARKS]

QUESTION 4

Using suitable examples discuss the relevance of Fredrick Taylor's Scientific Mangement in managing modern day business organisations . [25 MARKS]

QUESTION 5

a. Explain the drivers of organisational change. [10 MARKS]

b. Discuss the stages involved in the change process. [15 MARKS]

QUESTION 6

Discuss how an organisation can carry out a SWOT analysis of its operations. [25 MARKS]

END OF EXAMINATION PAPER