

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

(MMUST)

KISUMU CITY CAMPUS

UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

DIPLOMA

IN

BUSINESS MANAGEMENT

COURSE CODE: DIB 101

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE

TIME

INSTRUCTIONS TO CANDIDATES

- Answer section A and any other three questions in section B

SECTION A

QUESTION ONE

Management is the vital factor in the success of any organization. Management is undertaken by managers to attain objectives of their organizations.

- a) Management scholars view management as an art as well as a science. Give four reasons to support the view that management is an art.(4marks)
- b) Discuss management process as an integrating function.(5marks)
- c) As a manager of Lake Crystal Company, discuss the consequences of low morale in employees.(5marks)
- d) Examine the characteristics of controlling function of management.(5marks)
- e) Highlight various levels of management in an organization.(6marks)

QUESTION TWO

- a) Trace the history and development of management thought upto the 18th Century.
(6marks)
- b) Describe the concept of bureaucracy in management advanced by Marx Weber. (4marks)
- c) Evaluate the weaknesses of the Theory of bureaucracy by Marx Weber in its application to worldwide organization.(5marks)

QUESTION THREE

- a) Evaluate the importance of directing function of management in an organization.(6marks)
- b) Examine various leadership styles a manger can employ in an organization and their relevance
(9marks)

QUESTION FOUR

‘The efficiency and success of an organization depends mainly on its communication system.’
Based on the above statement:

- a) Describe the essentials of a sound communication system in an organization.(7marks)
- b) Examine the barriers to effective communication in an organization.(8marks)

QUESTION FIVE

a) Write short notes on the following terms:

(i) Social Responsibility.

(2marks)

(ii) Social Responsiveness.

(2marks)

(iii) Ethical Dilemma.

(2marks)

b) Examine various categories of stakeholders which organization owe social responsibility.

(9marks)

