



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**  
**CITY CAMPUS**

P.O. Box 62157  
00200 Nairobi - KENYA  
Telephone: 891601-6  
Fax: 254-20-891084  
E-mail: academics@cuea.edu

**MAIN EXAMINATION**

**MAY – JULY 2016 TRIMESTER**

**FACULTY OF COMMERCIAL**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**CMM 111: PRINCIPLES OF MANAGEMENT**

**Date: JULY 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer QUESTION ONE AND ANY OTHER TWO Questions**

- Q1. Assume you were to introduce management showing its evidences to 1<sup>st</sup> year MBA students of Catholic University of Eastern Africa (CUEA) using the business of Kenya Airways, what would your presentation contain. **(30 marks)**
- Q2. Your Board chairman the chairman of CUEA council has asked you to draft a half year plan for the year 2017 beginning December 2016 with comment of how the plan would assist the university meet its performance requirement for that period what would your draft contain. **(20 marks)**
- Q3. Choose a control programme (tool) of any organization of your choice and comment on its quality. **(20 marks)**
- Q4. Suggest to any company leadership quoted in Nairobi Stock exchange why their company would improve their performance if they practiced ethics. **(20 marks)**

**\*END\***