



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMD 072: MANAGEMENT SKILLS

Date: APRIL 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) What do you understand by the term management? **(2 marks)**
- b) A de-motivated staff is threat to organizations. Discuss in **FIVE** points ways in which managers can motivate the workforce. **(10 marks)**
- c) Henri Fayol came up with principles that he believed were essential for the organization's success. Highlight **EIGHT** of these principles. **(8 marks)**
- d) Using CUEA as an example, explain the **role** of the **top management**. **(10 marks)**
- Q2. a) Discuss in FIVE points the importance of planning in an organization. **(10marks)**
- b) Briefly distinguish the following functions of management
- i) Organizing
 - ii) Staffing
 - iii) Controlling
 - iv) Directing/coordinating
- (10 marks)**
- Q3. a) Discuss the benefits of ethics in the workplace. **(10 marks)**
- b) Effective management entails delegation of authority. Discuss in **FIVE** points the importance of delegating. **(10 marks)**

- Q4. a) Successful Manager is the one who practices effective time management.
Discuss **FIVE** Barriers to effective time management. **(10 marks)**
- b) Information technology is key for the success of the organization.
Discuss the benefits of technology in organizations **(10 marks)**

END