



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

O DEL / REGULAR PROGRAMME

CMM 111: PRINCIPLES OF MANAGEMENT

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Trace the evolution of management with reference to the contributions made by management thinkers. **(20 marks)**
- b) Citing relevant examples, explain how managerial principles are applied in an organization you are familiar with. **(10 marks)**
- Q2. a) Explain the Process of decision making. **(12 marks)**
- b) With the aid of a neat diagram, explain what is a functional structure of organization highlighting the merits and demerits of the structure with examples. **(8 marks)**
- Q3. Define the environment. What are the various environmental factors that a manager should consider in an organization? **(20 Marks)**
- Q4. a) What are the various techniques used to improve communication effectiveness? **(5marks)**
- b) Define motivation in terms that would be meaningful to managers. Using as an example, the human needs with which you are familiar, discuss two theories of motivation that attempt to outline how these needs motivate people in a work environment. **(15 marks)**

END