



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

AUGUST-DECEMBER 2020 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

ONLINE PROGRAMME

CMD 072: MANAGEMENT SKILLS

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Date: DECEMBER 2020

Duration: 2 Hours

INSTRUCTIONS: Answer ALL Questions

1. Giving practical examples, Discuss in FIVE points the importance of planning in an institution like CUEA **(10 marks)**
2. Illustrate in FIVE points how the staff of ABC supermarket which has been experiencing high rate of staff turnover could be motivated to reduce this trend. **(10 marks)**
3. Using FIVE principles of management as contributed by Henry Fayol, illustrate how a supermarket on the verge of collapse can be aided to success. **(10 marks)**
4. A number of private schools well known to you have gone down in the recent past. Elaborate in **FIVE** points the possible reasons for this collapse. **(10 marks)**
5. Illustrate in FIVE points why Time management is considered to be key for the success of any organization or individual. **(10 marks)**
6. Discuss in **FIVE** points why some managers fail to delegate. **(5 marks)**
7. Illustrate in FIVE points the benefits the Scientific Management Theory has contributed to Institutions of Higher Education. **(10 marks)**

8. Analyse in FIVE points the benefits of having a culture **OF ETHICAL** behaviour in CUEA. **(5 marks)**

END