



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

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

MAIN EXAMINATION

MAY – AUGUST 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 111: PRINCIPLES OF MANAGEMENT

Date: JULY 2019	Duration: 2 Hours
INSTRUCTIONS: Answer Question ONE and any other TWO Questions	

- Q1. a) Describe the five management functions and the type of management activity associated with each. **(10 marks)**
- b) You are required to give a presentation and discuss the nature or characteristics of management. **(10 marks)**
- c) Explain why decision making is an important component of good management. **(5 marks)**
- c) Discuss the importance of organizing function in management **(5 marks)**
- Q2. a) Based on your experience at the university describe ways in which the principles of bureaucracy (by Max Weber) are being used. **(15 marks)**
- b) Explain five key characteristics of effective goals **(5 marks)**
- Q3. a) Discuss how the concept of authority, responsibility, accountability and delegation in management **(10 marks)**
- b) Describe the functional organization structure and its features **(10 marks)**

- Q4. a) Explain the five sources of power and how each causes different employees behavior **(10 marks)**
- b) Describe the Two factor theory of motivation. **(10 marks)**

END