



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 111: PRINCIPLES OF MANAGEMENT

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) The management of a children's Home in Karen has requested you to assist it plan for its various activities. Take them through the Planning Process. **(10 marks).**
- b) As a Management Consultant, you have been invited to give a talk on "Evolution of Management Theory/thought". Using the principles of Scientific Management Theory, prepare your presentation. **(10 marks)**
- c) The Corporate Image of Kabeki Company which deals with the production of Domestic animal feeds has deteriorated due to unethical behaviour. Using that company, discuss TEN aspects of unethical behaviour which may have caused this trend. **(10marks)**
- Q2. a) Discuss the three categories of managerial roles as identified by Henry Mintzberg. **(10marks)**
- b) Different organizations have unique ways of departmentation. Discuss FIVE ways organisations can group/department to ensure smooth operations and success of the organisation.

- (10 marks)**
- Q3. a) The Manager of Crown Security has been advised that Delegation is key for the success of any manager.
- (5 marks)**
- (i) Discuss in Five points the benefits of delegation.
- (ii) Argue FIVE instances why managers fail to delegate.
- (5 marks)**
- b) Guide the Human Resource Manager of Crown Security on the various steps involved in the Recruitment and Selection process of new employees
- (10marks)**
- Q4. a) Using Maslow's hierarchy of needs motivation theory, guide the Manager of Kabeki Company on how they can motivate the employees of that company.
- (10 marks)**
- b) "The Control Function is key to the attainment of the goals of Kabeki Company". Clearly discuss this statement giving the **Steps** in the control process.
- (10 Marks)**

END

