



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATION

2013/2014 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATION

FOR THE CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE:CBA 100

COURSE TITLE: ELEMENTS OF MANAGEMENT

DATE:20TH AUGUST, 2014

TIME:2:00P.M.-4:00P.M.

INSTRUCTIONS

Answer question ONE (compulsory) and any other TWO questions of your choice

SECTION A (COMPULSORY)

QUESTION ONE

(20 Marks)

- a) Just like players in a field, skill is what separates good managers from others. With the use of an illustration, explain the various management skills and competencies that managers should possess (8 Marks)
- b) Discuss the arguments for and against management being termed as an “art” (5 Marks)
- c) Discuss Abraham Maslow’s hierarchy of needs theory. (7 Marks)

SECTION B

QUESTION TWO

(20 Marks)

Henry Fayol’s model of management remains an approach to management today. Fayol also looked into the qualities that are required by management and concluded that they depended on the level of the person in the enterprise

He developed the fourteen principles of management which he felt should be applied by managers at the operational level. List and explain these principles. **(20 Marks)**

QUESTION THREE

(20 marks)

- a) How would you define the term “Management”? (5 Marks)
- b) Corporate social responsibility refers to the moral & ethical content of managerial & corporate decisions in relations to the broader societal values i.e. the values used in business decision making over and above the requirements of the law and market economy.
State some of the activities that an organization carrying out social responsibility would be seen engaging in (7 Marks)
- c) Briefly explain the four functions of management (8 Marks)

QUESTION FOUR

(20 Marks)

- a) With the use of illustrations and proper explanations, describe the various types of managers according to their levels in the organization (13 Marks)
- b) The social and political environment presents a number of factors that may greatly influence the productivity of managers. Explain some of these factors (7 Marks)

QUESTION FIVE

(20 Marks)

As a scientific discipline, management is only a few decades old. However, indications of management in use go back thousands of years into ancient civilization.

Explain how management has evolved over the years to its present state **(20 marks)**