



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS CERTIFICATE IN BUSINESS MANAGEMENT

**COURSE CODE: CBM 06
COURSE TITLE: PRINCIPLES & PRACTICE OF
MANAGEMENT**

DATE: 23RD APRIL 2019

TIME: 2.30PM-4.30PM

INSTRUCTIONS TO CANDIDATES

Answer questions **ONE** and any other **THREE** questions

QUESTION ONE (25 MARKS)

- a) Define the terms: Management, Administration, Organization, Planning and Control. (5 marks)
- b) Explain the characteristics of Management. (5 marks)
- c) i) With reference to the three Classical Theories of Management, clearly explain the contribution of the classical writers to management. (6 marks)
- ii) Explain with examples, four modern theories of management. (4 marks)
- d) i) What do you understand by the following Management skills of management?
a. Technological
b. Humane
c. Conceptual
d. Analytical (3 marks)
- ii) How do they guide management as it carries out its activities? (2 marks)

QUESTION TWO (15 MARKS)

- a) Identify and explain five modern approaches to Management Practice. (10 marks)
- b) Identify, relate and differentiate the following practices in a business organization: management and planning. (5 marks)

QUESTION THREE (15 MARKS)

- a) With the aid of illustrations, explain the effect of the five principles of management. (5 marks)
- b) Explain the control cycle as applicable in business organizations. (10 marks)

QUESTION FOUR (15 MARKS)

- a) Identify and clearly explain the composition and roles of the three levels of management in an organization. (5 marks)
- b) Explain the challenges faced by the Management Practice in a business organization. (10 marks)

QUESTION FIVE (15 MARKS)

Planning is the number one and outstanding function of management. Discuss, giving relevant reasons. (15 marks)

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