

The Co-operative University of Kenya
END OF SEMESTER EXAMINATION AUGUST-2018
EXAMINATION FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
(YR I SEM I)

UNIT CODE: CBM 0101

UNIT TITLE: FUNDAMENTALS OF MANAGEMENT

DATE: 24TH AUGUST, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define Management (2 marks)
- (b) Explain the following management concepts
 - i. Management as a profession (3 marks)
 - ii. Management as a science (3 marks)
- (c) Briefly state any **THREE** principles of management by Henry Fayol (3 marks)
- (d) State the **THREE** main types of leadership styles (3 marks)
- (e) Explain **TWO** main types of leadership styles (3 marks)
- (f) Highlight any **THREE** environmental components that affect a business (6 marks)
- (g) Explain **THREE** main roles of management (6 marks)

QUESTION TWO

- (a) Explain the contribution of the following management thinkers
 - i. Max Weber (5 marks)
 - ii. Frederick Winslow Taylor (5 marks)
- (b) Elaborate the steps in the planning process (10 marks)

QUESTION THREE

- (a) Highlight on any **FOUR** environment components that affect a business (8 marks)
- (b) Safaricom company Ltd plans to renovate Kasarani stadium at their own expense assuming that you are the manager of the company, explain to the employees;
 - i. Two arguments **FOR** discharging social responsibility to the public (4 marks)
 - ii. Two arguments **AGAINST** discharging social responsibility to the public (4 marks)
- (c) State **THREE** unethical behavior that the business shall avoid in its activities (4 marks)

QUESTION FOUR

- (a) Discuss the process of organizing (10 marks)
- (b) Explain any **TWO** factors that may determining the degree of centralization or decentralization (4 marks)
- (c) Elaborate any **THREE** barriers to effective delegation (6 marks)

QUESTION FIVE

- (a) State the **THREE** levels of management (3 marks)
- (b) Elaborate Abraham Maslow's need Hierarchy theory of motivation (7 marks)
- (c) Use suitable examples to explain **FIVE** important activities in staffing (10 marks)