

PRINCIPLES OF MANAGEMENT

PAN AFRICA CHRISTIAN UNIVERSITY

BCM104/ BUS3113/BIT203: PRINCIPLES OF MANAGEMENT ONLINE EXAMS

DATE: AUGUST 2020

TIME:

ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION 1 **COMPULSORY** **(10 MARKS)**

(a) The CEO of JENT Limited resigned to pursue other interests. The board of directors opted to recruit the new CEO internally. Outline **FOUR** advantages that the organization would derive from such a decision. **(4 Marks)**

(b) Discuss **THREE** elements of the direction function of management. **(6 Marks)**

QUESTION 2 **(10 MARKS)**

(a) (i) Define the term horizontal communication. **(2 Marks)**

(ii) Highlight **TWO** disadvantages of horizontal communication in an organization. **(2 Marks)**

(b) There are three basic concepts of management. Discuss any **TWO** of these concepts, citing relevant examples. **(6 Marks)**

QUESTION 3 **(10 MARKS)**

(a) Differentiate between extrinsic and intrinsic motivation and cite an example of each. **(4 Marks)**

(b) Jeremy attended a leadership seminar where the facilitator took the participants through a topic titled “Techniques of Leadership”. Discuss any **THREE** of these techniques. **(6 Marks)**

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QUESTION 4 **(10 MARKS)**

- (a) Briefly explain **FIVE** of the Mckinsey's 7-S Framework Approach. **(5 Marks)**
- (b) Discuss the social dimensions of management. **(5 Marks)**

QUESTION 5 **(10 MARKS)**

- (a) Management is both an art and a science. Justify this statement. **(4 Marks)**
- (b) Discuss **THREE** of Fredrick W. Taylor's Principles of Scientific Management. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

- (a) Differentiate between X-Theory and Y-Theory of motivation. **(4 Marks)**
- (b) Describe the internal environment of an organization. **(6 Marks)**

End of Exam