

**PAN AFRICA CHRISTIAN UNIVERSITY
EXAMINATIONS PAPER**



PAN AFRICA CHRISTIAN UNIVERSITY

**BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR
OF SCIENCE IN INFORMATION TECHNOLOGY**

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY

COURSE CODE: BSIT203 | BITBIT203 | BUS3113 | BCM104 |

CAMPUS: ONLINE

COURSE TITLE: PRINCIPLES MANAGEMENT

EXAM DATE: TUESDAY, XXXX, DECEMBER ,2024

TIME: 6.30-8.30PM

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other THREE questions in Section **B**.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Paper

SECTION A
(Answer ALL questions in this section)

QUESTION 1

Read the case below and answer the following questions:

Bomba Trees (BT)

Bomba Trees is a private limited company with all of the shares owned by the Okellos family. Mr Okello has managed the business since it began and he is well-liked as the figurehead of the business. BT cuts down trees and processes them into Christmas trees which are sold in high numbers during the Christmas holiday season in Country X. The trees are loaded onto trucks and trains for delivery to customers. All of BT's trees are sold in industrial markets. BT is a labour-intensive business that has over 100 employees. Demand for trees is seasonal. BT maintains a steady rate of production but the business cannot afford to hold high levels of inventory.

The workforce is currently demotivated. Employees receive a basic wage and a share of the profits. In the last four years, profits have been falling and the company is struggling to break even. The demand for trees is decreasing, as consumers use more recycled products. BT does not have any environmental targets and this has also reduced demand. Mr Okello is now 70 years old and wants to stop managing BT. His grandson, John, is keen to become the new Managing Director. John went to university and studied Mintzberg's management roles. He believes that he has all the skills needed to become the next Managing Director of BT.

- a) Describe TWO managerial roles Mr Okello played at Bomba Trees.

(2 Marks)

- b) Discuss TWO ways John can motivate the workforce.

(4 Marks)

- c) Recommend TWO of Mintzberg's roles that are likely to be the most important for the new Managing Director of BT. Justify your recommendation.

(4 Marks)

SECTION B

(Answer any THREE (3) questions in this section)

QUESTION 2

Awesome-wear is a start-up in the fashion e-commerce industry. Awesome-wear sells and produces clothes and accessories and competes with trendy clothing and low prices. They have opened physical retail stores in Asia and are currently analyzing the market to further expand their retail stores to other continents. They have grown from 70 employees to 450 in the past year.

a) Discuss the organizational structure you would recommend for Awesome-wear and why. **(2 Marks)**

b) Explain Three advantages for the above (a) organizational structure. **(6 Marks)**

c) Explain why Awesome-wear would require physical retail stores in their expansion plan. **(2 Marks)**

QUESTION 3

a) A manager should be rich in terms of skills, in order to manage an organization effectively and efficiently. Discuss this statement. **(6 Marks)**

b) Describe FOUR characteristics of an environmentally responsible business. **(4**

Marks)

QUESTION 4

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- a) Imagine that you have spotted an excellent location and you want to set up a new car dealership in your local area. Using the planning process, explain how you would set up your business. **(8 Marks)**
- b) State TWO limitations you might encounter in your planning process in (a) above. **(2 Marks)**

QUESTION 5

Discuss the applicability of Clayton Aldefer(ERG) theory when motivating staff in modern organizations. **(10 Marks)**

QUESTION 6

- a) Using examples, Explain FOUR contributing trends which are likely to impact managerial work in the future. **(8 Marks)**
- b) Flexible working schemes are useful approaches to ensuring work – life balance. Highlight TWO such schemes that an organization can adopt. **(2 Marks)**

End of Exam