

MANAGEMENT PRINCIPLES

PAN AFRICA CHRISTIAN UNIVERSITY

DSM211: MANAGEMENT PRINCIPLES ONLINE EXAMS

DATE: AUGUST 2020

TIME:

ANSWER QUESTION ONE AND ANY OTHER THREE

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

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

(ii) Highlight **TWO** disadvantages of downward communication in an organization. **(4 Marks)**

(b) ASUL Technologies has come up with a new strategy of motivating its employees. Discuss the importance of this to the organization. **(4 Marks)**

QUESTION 2 **(10 MARKS)**

(a) Highlight **FOUR** characteristics of management. **(4 Marks)**

(b) Discuss **THREE** contemporary issues in management. **(6 Marks)**

QUESTION 3 **(10 MARKS)**

(a) Briefly explain **FIVE** of Henry Fayol's principles of management. **(5 Marks)**

(b) Discuss the moral dimensions of management. **(5 Marks)**

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QUESTION 4 **(10 MARKS)**

- (a) Highlight **FIVE** characteristics of leadership. **(5 Marks)**
- (b) Distinguish between a centralized structure and a decentralized structure with regards to organizational structures approaches. **(5 Marks)**

QUESTION 5 **(10 MARKS)**

- (a) Explain **TWO** features of Human Relations School in organizations. **(4 Marks)**
- (b) Discuss **THREE** features of theory Z of motivation. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

- (a) The marketing manager at SENET Company Limited retired after reaching the mandatory retirement age. The management of the organization decided to have the replacement sourced externally. Outline **FOUR** advantages that the organization would derive from such a move. **(4 Marks)**
- (b) Discuss **THREE** elements of the task environment of an organization. **(6 Marks)**

End of Exam