



PAN AFRICA CHRISTIAN UNIVERSITY

(BACHELOR OF BUSINESS INFORMATION TECHNOLOGY)

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BSIT203/BIT | DSM211

CAMPUS: ROYSAMBU

COURSE TITLE: PRINCIPLES MANAGEMENT

EXAM DATE: WEDNESDAY 530PM

TIME:

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 Papers

SECTION A

(Answer ALL questions in this section)

QUESTION 1

Read the case below and answer the following questions:

KoKo Ltd. deals in medical equipment business. They import goods from Korea and sell in domestic market. Recently the Korean company increased prices making goods expensive. India being price sensitive market will not accept the increased price. The Director of the company is thinking of options of importing goods from other countries like Thailand and China. He is also thinking of purchasing goods from the existing supplier in Korea but without packing so that it is cheaper. He will save freight charges. All this will reduce the total cost and will enable him to make profits as before.

- a) Identify the function of management involved in the above case. **(1 Mark)**
- b) Explain all the steps KoKo Ltd must follow to make sure that their objective of profit maximization is achieved. **(6 Marks)**
- c) Highlight THREE limitations to the function involved in the above case. **(3 Marks)**

SECTION B

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

QUESTION 2

- a) Using clear examples, explain the following Fayols Principles
 - i. Initiative **(2 Marks)**
 - ii. Espirit de Corps **(2 Marks)**
- b) Using Google Incorporation as an example, explain THREE ways they motivate their employees. **(6 Marks)**

QUESTION 3

- a) Skills is what separates good managers from others, describe three skills which effective managers must have. **(6 Marks)**
- b) "A successful organization has to achieve its goals effectively and efficiently" Explain. **(4 Marks)**

QUESTION 4

Using examples, discuss FIVE reasons why employees might resist change within organizations. **(10 Marks)**

QUESTION 5

- a) Explain TWO contributing trends which are likely to impact managerial work in the future. **(2 Marks)**
- b) A restaurant wants to improve the service provided to its customers. One of the targets is to reduce the waiting time for serving the food after the customer places an order. Discuss how you would use a controlling system to measure the efficiency of service and customer satisfaction. **(8 Marks)**

QUESTION 6

- a) Explain the leadership style that should be adopted by the management in the following situations.
 - i. A newly recruited employee who is expected to pick up work in short time, the manager is being a coach to direct him in work. **(2 Marks)**
 - ii. The existing project team who knows their job well and does not require too much instruction. The manager simply let the team make their own decision and provide feedback when they need help. **(2 Marks)**

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- iii. An employee who is the expert of his job and knows more about the job than the manager. There is no need for the manager to give instruction and the employee is free to make his own decision at work. **(2 Marks)**

- b) You have just been promoted to your first supervisory position at XYZ company. State FOUR responsibilities for your position.
(4 Marks)

End of Exam