



# **MOI UNIVERSITY**

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS,  
RESEARCH & EXTENSION**

## **UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS**

**FOR THE DEGREE OF  
BACHELOR OF BUSINESS MANAGEMENT**

**EXAM CODE:-       BBM 120**

**COURSE TITLE:-   PRINCIPLES OF MANAGEMENT**

**DATE:- 5<sup>TH</sup> DECEMBER, 2016   TIME:- 2.00P.M – 5.00P.M.**

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INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

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**BBM 120-PRINCIPLES OF MANAGEMENT  
END OF SEMESTER EXAMINATION**

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**Answer Question one and any other three questions.**

**QUESTION ONE.**

Read and understand the case below and answer the subsequent questions.

I understand that there is a perception that the kind of basic competencies of running an organization- management, financial, mission, strategy, that somehow, they change as you move from the corporate world, to the non-profit world, to the government world. And the truth of the matter is, it's not true. That it is all - organizational management. Whether you do it as a return for shareholders, whether you do it to create a social benefit, the issues are all the same. Managing people is the same. Being smart about your financial health. Being clear, and looking out into the future to ensure that you do not overextend. If you are a company, you clearly do not want to over leverage your balance sheet. If you are a foundation, you do not want to over commit from multi-year grants, funds in the future that you may not have if the market tanks. Careful and prudent planning, not just for the current fiscal year you are in, but for two to three years out does not, disappear because you are working for a social return as opposed to a shareholder return. The principles of good management, leadership, financial health, strategic planning, execution, and measuring results are the same.

- a) In review to the above case define management as a science or an art (5mks)
- b) Elucidate the essential skills needs for managers (5 mks)
- c) What managerial styles can be exercised in the above case (10mks)
- d) In reference to the above case what echelons of management are espoused in an organization? (5 mks)

**QUESTION TWO**

Giving practical examples compare and contrast theory x and theory y and Herzberg two factor theory of motivation. (15 mks)

**QUESTION THREE**

- a) Distinguish between a leader and manager (5mks)
- b) Giving practical examples elucidate Fayol's principles of management (10mks)

**QUESTION FOUR**

Mention any four features of MBO highlighting on the steps involved in MBO process and the benefits of MBO to a bureaucratic organization (15 mks)

**QUESTION FIVE**

"Strategic planning differs from operational planning". Discuss the above statement enumerating on the planning process (15 mks)

**QUESTION SIX**

Compare and contrast scientific theories and recent approach towards management. (15 mks).