



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3

P. O. Box 49274,

00100

NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212

Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
SECOND YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 9th August, 2023

Time: 2.30pm –4.30pm

KBA 209 - PRINCIPLES OF MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Equity Bank Named Most Socially Responsible Bank in Africa

Winners of the 2019 Edition of the African Banker Awards were announced at a Gala Dinner in Malabo, Equatorial Guinea. Monday 8th July, 2019..... Equity Bank has been named as the most Socially Responsible Bank in Africa at the most prestigious Africa's banking and financial sector event – The African Banker Awards 2019, affirming Equity's social and environmental leadership on the continent. The award recognises Equity's initiatives steered through the Equity Group Foundation (EGF) programs that are positively impacting communities. The programs are across five thematic areas that include education and leadership development, entrepreneurship and financial education, health, agriculture and agribusiness, and energy and environment. The efforts they are geared towards, go beyond the philanthropic use of funds to use of overall knowledge, resources and reputation to improve livelihoods. Through EGF, the bank has had successful initiatives, key among them being the improvement of secondary school education access for 16,168 students under the Wings to Fly program; Financial Literacy training that has benefited over 1.7 million citizens; more than 400,000 households have benefitted from 84,708 clean energy products, and 638,522 peasant farmers have been transformed to agribusiness entrepreneurs. . Use this case study to answer the following questions.

- Equity Bank hand in cooperate social responsibility have cost the bank billions of money to empower the society . Advice the shareholders three well elaborated reasons why the Bank should stop her CSR activities (6 Marks)
- To get the best from an organisations, human resource managers must device elaborate strategies to motivate their staff. Explain three strategies HR manager in EGF is currently using to motivate the staff. (6 Marks)
- Planning is an imporant function for any manager as it determines the success of the organisation. Describe three principles of effective planning as applied in EGF. (6 Marks)

- d) As public relations officer at EGF , Explain to the Management Board three benefits of social responsibility in an organization (6 Marks)
- e) Depression and mental sickness have been rampant among workers since Corona Virus pandemic times, as a manager in EGF with over 300 workers, describe three ways your organisation would use to effectively handle workers with depression and mental sickness. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss on the three types of leadership styles applicable in business organizations today. (8 Marks)
- b) Explain with reasons the best kind of leadership style to use in an organization. (6 Marks)
- c) How can managers of business organizations apply maslows hierarch of needs theory. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss four disciplinary measures that can be taken against a non performing employee. (8 Marks)
- a) Discuss three problems encountered in performance appraisal process. (6 Marks)
- b) Identify three participants and their key role in performance appraisal process. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Youth unemployment is continuously increasing in Kenya, as a Consultant you have been appointed to advice the Government on various ways of reviving economy for job creation. Explain four ways of reviving Kenyan economy. (8 Marks)
- b) Analyze any three unethical business practices done by boda boda people and comment on their effects on business organization. (6 Marks)
- c) Explain three ways of upholding maximum discipline among Hawkers in Nairobi. (6 Marks)

QUESTION FIVE(20 MARKS)

- a) Based on your experience at work, Explain four causes of communication failure in your place of work. (8 Marks)
- b) With the aid of a diagram , discuss and explain the process of communication. (6 Marks)
- c) Give three benefits for feed back in communication process. (6 Marks)