



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: 6<sup>th</sup> December, 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)**

**SGA SECURITY KENYA PARTICIPATE IN MATER HEART RUN 2022**

As part of its fulfillment of Corporate Social Responsibility (CSR) strategic pillar on Health, SGA Kenya participated in this year's Mater Heart Run that was held across several towns including Mombasa, Machakos, Mumias, Meru, Kisumu, Nyeri, Eldoret, Nakuru and Nairobi. In Nairobi, the SGA team was led by CEO and Chairman Jules Delahaije who joined thousands in the early chilly- morning-15 kilometer-run across major highways in Nairobi. Flagged off by World Marathon record holder Eliud Kipchoge, Mater Heart Run saw the young and old, from schools, corporates and individuals join together for one course - to support financially disadvantaged children suffering from heart ailments.

Jules Delahaije reiterated that SGA would continue to play its part in ensuring that children with heart conditions access medical care by participating in the run organized by the Mater Misericordiae Hospital annually. This year, the Mater Hospital aims to raise at least Ksh200 Million in support of the estimated 500 children set to access heart treatment. SGA Security was the official security service provider during the Saturday's charity event.

Use this case study to answer the following questions.

- Mater Hospital in partnership with SGA efforts in cooperate social responsibility have cost the hospital billions of money to empower the society . Advice the shareholders three well elaborated reasons why the hospital should stop her CSR activities with immedeate effect. (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 Mater Hospital and in SGA Security are currently using to motivate the staff. (6 marks)
- Planning is an imporant function for any manager as it determines the success of the CSR activities in the organisation. Describe three principles of effective planning as applied in Mater Hospital and in SGA Security (6 marks)

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

**QUESTION TWO (20 MARKS)**

- a) Discuss three types of leadership styles applicable in business organizations today. (8 marks)
- b) Explain with reasons three areas you will apply knowledge acquired in principles of Management course. (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)
- b) Identify three participants and their key role in performance appraisal process. (6 marks)
- c) Explain three challenges facing bodaboda sector today. (6 marks)

**QUESTION FOUR (20 MARKS)**

- a) Youth unemployment is continously 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 Kenya Power and Lighting Company and comment on their effects on business organization. (6 marks)
- c) Explain three ways of upholding maximum disipline 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 significance of small enterprises in Kenyan economy. (6 marks)