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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR**  
**CERTIFICATE IN BUSINESS MANAGEMENT**  
**CBM 016 - FUNDAMENTALS OF MANAGEMENT AND ENVIRONMENT**

Date: 16<sup>th</sup> December, 2020.  
Time: 8.30am – 10.30am

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

- a) Identify the components of the management environment. (6 Marks)
- b) Examine the principles that need to be followed in environmental studies. (6 Marks)
- c) Describe the characteristics of management. (6 Marks)
- d) Explain ways in which the management can respond to a changing environment. (6 Marks)
- e) According to Henry Mintzberg, managers play three major roles. Explain this statement. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the functions of management. (10 Marks)
- b) Discuss how the external environmental factors affects the performance and productivity of managers. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the importance of organizational culture on the growth and productivity of the organization. (10 Marks)
- b) What is environmental uncertainty and what impact does it have on managers and organizations? Discuss (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the impact of man to the environment. (10 Marks)
- b) Examine the three categories of resources in the environment that are important for the survival of living and non-living things. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the primary objective of environmental education. (10 Marks)
- b) Explain how you can practically use the knowledge gained in this unit in your day to day life. (10 Marks)