



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 WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**SECOND YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN INFORMATION & COMMUNICATION TECHNOLOGY**  
**DBA 1103 – PRINCIPLES AND PRACTICES OF MANAGEMENT**

Date: 11<sup>TH</sup> April 2024  
Time: 8:30AM – 10:30AM

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**LECHA COMPANY LTD**

In the dynamic business landscape of Nairobi, Kenya, Lecha Company Ltd., a manufacturing company, faced significant challenges that necessitated a strategic overhaul. The company's leadership recognized the need for a comprehensive application of principles and practices of management to rejuvenate operations. Under the guidance of the management team, a thorough analysis was conducted to identify key areas for improvement. Applying the principles of planning, the company set clear and achievable objectives for both short-term and long-term success. In the realm of organizing, Lecha Company Ltd. restructured its departments, embracing a more agile and cross-functional approach. This change aimed to enhance communication, collaboration, and overall efficiency within the organization. The practice of leading involved fostering effective leadership styles. The management team focused on inspiring and motivating employees, aligning their efforts with the company's goals. Regular communication channels were established to ensure transparency and unity among all levels of the organization. To monitor progress and adapt to changes, the principles of control were applied. Key performance indicators were established, allowing the management to track outcomes and make informed decisions for continuous improvement. The results were transformative. Lecha Company Ltd. experienced increased productivity, improved employee morale, and a notable uptick in customer satisfaction. This case study exemplifies how a conscientious application of management principles can lead to organizational rejuvenation and sustained success in a competitive business.

**Required**

- a) Specify the challenges Lecha Company Ltd faced in Nairobi, Kenya's business landscape (5 Marks)
- b) Evaluate how the leadership of Lecha Company Ltd. addressed the challenges mentioned in the case (5 Marks)
- c) Explain the role played by planning in Lecha Company Ltd.'s strategic overhaul (5 Marks)
- d) Analyze how Lecha Company Ltd approached organizational restructuring in the realm of organizing (5 Marks)
- e) Assess the key aspects of leadership emphasized by the management team at Lecha Company Ltd (5 Marks)
- f) Describe how Lecha Company Ltd monitored progress and adapt to changes during the strategic overhaul (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Assess the benefits of objectives-based management for organizations (8 Marks)
- b) Describe the criticisms made to Taylor's scientific theory of management with regard to His theory (6 Marks)
- c) Examine the significance of controlling as a managerial task (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the relationship between problem solving and decision making in contemporary organizations (8 Marks)
- b) With an aid of a diagram, explain the integrative the role of management (6 Marks)
- c) You have been asked to present on the importance of planning in today's business climate. Create a template for the aforementioned presentation (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Analyze the internal factors that influence staffing levels in Kenyan companies (6 Marks)
- b) Identify the obstacles that hinder effective communication in organizations (6 Marks)
- c) Describe the types of organizational objectives that are used in modern organizations (8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe the basic principles of change management in organizations today (8 Marks)
- b) As a ICT Manager, emphasis to employees the advantages of career advancement in the modern business settings (6 Marks)
- c) “The ability of a person or a group to direct, control, or influence other people's behavior is referred to as power.” Using the preceding statement as a guide, describe three types of power. (6 Marks)