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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR  
SECOND YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE IN BACHELOR OF SCIENCE  
BUSINESS ADMINISTRATION**

**Date: 8<sup>th</sup> August, 2019**

**Time: 2.00 – 4.00pm**

**KBA 209 - PRINCIPLES OF MANAGEMENT**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

HAM Ltd is a clothing line business located in Nairobi's central business district. HAM Ltd management then decided to expand its operations in all counties in Kenya. The management of ham ltd through the human resource department then embarked on an intensive recruitment and selection process to ensure that there was adequate manpower. The leadership and management of HAM ltd believes that it's only through effective leadership, governance, ethics and team work that they can achieve this objective. For the management to achieve the overall objective the chief executive officer called for an urgent meeting. Proper planning, human resource and financial management was the main agendas of the meeting. "When planning and coordination of activities are done well, they create a solid platform for further managerial efforts at arranging resources so to accomplish essential tasks. In today's demanding organisational and career environments, it is essential to always stay one step ahead of the competition by positioning yourself" said the chief executive officer as part of his opening remarks. He went ahead to say that it involves striving always to become better and better at what one is doing, and to be action oriented. It is from this that all the heads of various functional units in the entire organization decided to work together so that this dream was achieved. The dream of being a global renowned cloth line.

- a) Define leadership and explain the importance of effective leadership and management to the employees of HAM Ltd. (6 marks)
- b) Briefly explain the Steps involved in the planning process to the management and staff of ham company limited. (5 marks)
- c) The lower level of management in HAM Ltd, seem not to be aware of their roles as employees. Briefly explain six of these roles to them that which will assist them in enhancing their competence and effectiveness at work. (6 marks)
- d) Specify the characteristics of effective teams to the management and employees of HAM Company limited. (5 marks)
- e) As a management student, advice the functional heads of the various co-ordination techniques they need to adopt and follow in their day to day activities. (6 marks)
- f) Illustrate the four basic steps in the staffing process that the human resource manager of ham limited should adopted so as to ensure that they have competent employees in the future. ( 2 marks)

**QUESTION (20 MARKS)**

- a) Identify the factors responsible for low productivity in modern organizations. (7 marks)
- b) Propose the importance of strategic plans to organizations. (5 marks)
- c) Explain the role of Top Level of Management. (5 marks)

**QUESTION THREE (20 MARKS)**

- a) Differentiate between unity of command and unity of direction. (10 marks)
- b) Explain five characteristics of a bureaucratic organization. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the social responsibility of a business towards its customer. (10 marks)
- b) Discuss the features and advantages of management by objectives in organization. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) The business operates within a social framework. Discuss the socio-cultural environment in reference to the statement above. (10 marks)
- b) Discuss the basic principles laid down by the classical school of management. (10 marks)