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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA 1103 – PRINCIPLES OF MANAGEMENT

Date: 12th April, 2018

Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a). Briefly explain 3 functions & responsibilities of managers. (6 Marks)
- b). Briefly explain 4 principles developed by Max Weber to improve organization efficiency (8 Marks)
- c). Discuss the steps in planning process (8Marks)\
- d). Outline 4 importance's of social responsibility in an organization (8 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the three levels of planning (10 Marks)
- b) Explain the 5 disadvantages of social corporate responsibilities to organization. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss 5 problems encountered in performance appraisal process. (10 Marks)
- b) Explain 5 key participants in the performance appraisal process. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss 5 factors that motivate the employees. (10 Marks)
- b) With diagram, discuss Maslows hierarchy of needs theory. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain 5 causes of communication failure. (10 Marks)
- b) With diagram , discuss the process of communication. (10 Marks)