

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DEGREE OF
EDUCATION (ARTS)

BUST 121: PRINCIPLES AND PRACTICES OF MANAGEMENT

STREAM:

TIME: 2 HRS

DAY: THURSDAY [11.30-1.30 P.M]

DATE: 18/04/2024

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE

a) Outline the foundations of the discipline of Management by bringing out the Classical Management Approaches as put forward by Early (classical) Management theorists
(10 Marks)

b) The ability of an organization to execute its strategy is directly proportional to its ability to understand and communicate the strategy. Differentiate between the Strategic Plans and Operational Plans therefore is crucial in this respect. Discuss
(10 Marks)

c) Planning tools can be used at each stage of the corporate strategic planning process for gathering and interpreting required data and information. They may also be used in structuring interactions involved in deliberating on the data, and generating options to address issues surfaced and in deciding strategies to address the most important strategic issues likely to impact performance of the organization as a whole.

However the success of planning can only be realized if Managers adopt the Rational Model of Decision Making, Discuss this Model
(10 Marks)

QUESTION TWO

a) In the practice of management, a manager ought to be knowledgeable about the Rational Decision Making model which involve a **cognitive process** where each step follows in a logical order from the one before. it is based on thinking through and **weighing up the alternatives** to come up with the best potential result. A good manager maker is rational, consistent, value maximizing choices within specified constraints. These choices are made in the context of the rational decision making model. Elaborate
(10 Marks)

b) Managers need to be alert to possible problem in their firms. Discuss the problem-finding process as may have been adopted by a manager
(10 Marks)



QUESTION THREE

- a) Explain the factors that ought to be put in perspective when determining an effective span of management **(10 Marks)**
- b) Explain both the product Organizational Structure and the Functional Organizational Structure **(5 Marks)**

QUESTION FOUR

- a) Discuss the Staffing activities of Promotion, Transfers (the purpose), Discipline, Demotions, Dismissals in the context of the Managerial Function of Staffing **(10 Marks)**
- b) There are two major views on formal authority in organizations. Elaborate **(10 Marks)**

