



**SCOTT CHRISTIAN UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES
BBA109/DBA105: PRINCIPLES OF MANAGEMENT
END OF SEMESTER EXAMINATION, APRIL 2016**

TIME: 2 HOURS

LECTURER: MICHAEL KISAILA

Section 1: Answer all questions

1. Define the term management (2mks)
2. In planning how are goals and objectives established? (5mks)
3. Explain the SWOT' Analysis as a method of strategic planning (5mks)
4. Explain the reasons why it is important to study about organizational culture in management? (3mks)
5. In Production management differentiate between batch production and flow production. (5mks)
6. Explain briefly what Management by Objectives means (MBO) (5mks)
7. In behaviorist approach to leadership distinguish between laissez faire and participative models of leadership (5mks)

Section 2: Answer any two questions

1. Because of competition organizations have embraced modern management techniques. An example is TQM. Explain in details what it entails and give an example of an institution that has won the market through TQM (15mks)
2. You are a manager of an organization where many employees are leaving for the so called 'greener pastures'. Discuss the human resource skills you would employ to curb this trend (15mks)
3. Distinguish between the functions of management and managerial roles (15mks)