



**KENYATTA UNIVERSITY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR**

**BRE 207: PRINCIPLES OF MANAGEMENT**

**DATE: Monday 17<sup>th</sup> December 2018**

**TIME: 11.00 a.m. – 1.00 p.m.**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

- a) Given you are part of a panel selecting a Property Manager, describe five (5) skills you will look for in your candidates, (5 marks)
- b) Henri Fayol is regarded as the father of modern management. Outline the principles he contributed to management history. (10 marks)
- c) Discuss the sources and mitigation measures of conflict in the organization. (10 mark)
- d) Determine Five (5) elements that affect the business environment in Real Estate. (5 marks)

**QUESTION TWO**

- a) Professionals in Real Estate start small and medium enterprises at first. Explain five (5) challenges in their business enterprises. (10 marks)
- b) Discuss the methods that can be used in organizing a large existing Real Estate firm. (10 marks)

**QUESTION THREE**

- a) Using specific examples, distinguish between efficiency and effectiveness. (5 marks)
- b) Explain using examples, five risks of operating a firm without a plan. (10 marks)
- c) Giving your argument on whether leadership is synonymous with Management. (5 marks)

**QUESTION FOUR**

- a) Many small firms employ staff using friends, relatives and acquaintances. Outline the ideal selection process for employees. (10 marks)
- b) Outline how you would motivate your subordinate staff within a Department. (10 marks)

**QUESTION FIVE**

- a) Discuss the qualities of good control systems in a firm or department. (10 marks)
- b) Describe the five (5) methods you would use to improve communication in a firm. (10 marks)

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**INVOLVEMENT IN EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION**