KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN REAL ESTATE MANAGEMENT

BRE 207: PRINCIPLES OF MANAGEMENT

1ST SEMESTER 2021/2022 TIME: 2 HOURS

INSTRUCTIONS: Section A is compulsory. Answer any TWO Questions from Section B.

SECTION A:

QUESTION 1: [Compulsory] [30 Marks]

(a) Briefly explain five (5) functions of management. (5 marks)

(b) With the aid of a diagram, explain Abraham Maslow's Hierarchy of needs. (5 marks)

(c) Outline any five (5) positive effects of conflict at the work place. (5 marks)

(d) Explain any five (5) barriers to effective communication at the work place. (5 marks)

(e) Discuss five (5) principles of Total Quality Management. (10 marks)

SECTION B: Answer any TWO Questions. **[Total: 40 marks]**

QUESTION 2:

(a) Your company has opened a new branch of operations and you have been appointed as a Manager in the production department of the company. You are expected to recruit and develop your staff team.

i. Explain the recruitment processes you will use to get staff with the right skills, experience and capabilities. (5 marks)

ii. Explain how you will train and develop yourself as manager for the new role and the newly recruited staff. (5 marks)

(b) Real Estate Industry faces a lot of Health and Safety challenges. As a Facilities Manager, you will have Health and Safety responsibilities.

i. Highlight at least five (5) health and Challenges you might experience as a Facilities Manager in real estate. (5 marks)

ii. Explain how you will address the challenges you have highlighted in question (i) above. (5 marks)

QUESTION 3:

(a) Effective organizational goals must be 'SMART'. Expound on this. (5 marks)

(b) Giving examples in real estate, differentiate between first line management, middle management and top management. (15 marks)

QUESTION 4:

Explain the management Evolution Theories of Frederick Winslow Taylor (1856-1915) of the Scientific Management School, and Frederick Winslow Taylor (1856-1915) of the Classical Management School. In your answer, contrast the two theories. (20 marks)

QUESTION 5:

(a) Discuss five (5) External Micro Environments and five (5) External Macro Environments. (10 marks)

(b) Change in the business world is inevitable. Explain how businesses can adapt to change to remain relevant in the real estate market. (10 marks)