



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2019/2020

FIRST SEMESTER EXAMINATION FOR THE DEGREE BACHELOR OF SCIENCE
BRE 207: PRINCIPLES OF MANAGEMENT

DATE: Monday, 16th December 2019

TIME: 2.00p.m-4.00p.m

INSTRUCTIONS: Answer question ONE and any TWO questions

1. (a) Define the following
 - (i) Management (2 marks)
 - (ii) Planning (2 marks)
 - (iii) Authority (2 marks)
 - (iv) Motivation (2 marks)
 - (v) Standing plan (2 marks)(b) Explain the functions of management (8 marks)
(c) Describe the various types of leaders in the society set up. Use examples to demonstrate your answer. (6 marks)
(d) Using examples explain various communication barriers that may arise in Kenyatta University as an organization. (6 marks)
2. HENRI FAYOL (1841-1925) was an engineer in a large French Company. Fayol was concerned with the science of management. He believed that sound managerial practice fell into patterns that could be identified and analyzed. He also believed that management is not a personal talent but a skill that can be taught and learnt. Discuss any 10 principles of Henry Fayol. (20marks)
3. (a) Explain the consequences of unsatisfied needs in an organization (10marks)
(b) Discuss the essential skills of a manager (6 marks)
(c) Highlight four sources of power in an organization (4 marks)
4. (a) Discuss Maslow's Hierarchy of Needs (15 marks)
(b) Differentiate between leadership and management (5 marks)
5. (a) Management is defined as a science and an art and it has its unique characteristics regardless of the location or the size of the organization. Discuss and elaborate any six (6) of these characteristics. (12 marks)
(b) Discuss four (4) major characteristics of bureaucracy. (8 marks)