



**KENYATTA UNIVERSITY**  
**EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION**

**BBA 030: PRINCIPLES AND PRACTICE OF MANAGEMENT**

**2<sup>ND</sup> SEMESTER 2025/2026**

**TIME: 2 HOURS**

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**INSTRUCTIONS: ANSWER QUESTION ONE AND TWO OTHER QUESTIONS.**

**QUESTION ONE**

- a) Explain why management is both a science and an Art and discuss the roles of Management as stipulated by Henry Reintzberg. [12 marks]
- b) The environment is both an ally and an impediment toward the attainment of organizational objectives. Discuss this statement using the PESTEL framework. [10 marks]
- c) Discuss the argument for and against partnership and limited company as a form of business organisations. [8 marks]

**QUESTION TWO**

- a) Discuss the advantages and limitations of management by objectives. (MBO). [8 marks]
- b) Discuss the process importance of planning limitations. [12 marks]

**QUESTION THREE**

Outline the contributions of Henry Fayol to the development of management as a discipline.

[20 marks]

**QUESTION FOUR**

- a) Outline the process, importance and bases of organising as a managerial function. [10 marks]
- b) Discuss the argument for and corporate social responsibility (CSR) and outline any five areas in which organisations need to be socially responsible. [10 marks]