



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
BBA 102: PRINCIPLES OF MANAGEMENT

2ND SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS:

Attempt question ONE and any other TWO

1. (a) Describe the principles of the scientific theory of management as depicted by Fredrick Taylor showing their relevance in today's organizations. [10 marks]
(b) Explain the roles of managers as described by Henry Mintzberg. [10 marks]
(c) Discuss the elements of the macroenvironment and explain how they influence organizational operations. [10 marks]
2. (a) Explain the skills that managers ought to acquire to be effective. [10 marks]
(b) Planning is the most fundamental function of management. Discuss the various types of plans in an organization. [10 marks]
3. (a) It is defined as "the process of generating and evaluating alternatives and making choice among them". Identify this process and discuss in detail it's various steps. [10 marks]
(b) Describe any two leadership styles managers use to ensure organizations effectively achieves their objectives. [10 marks]
4. (a) Explain any two theories of employee motivation. [10 marks]
(b) Control is crucial managerial function for any organization. Discuss the control process. [10 marks]