



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2009/2010

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)

ECD 420: PRINCIPLES OF ADMINISTRATION AND MANAGEMENT

DATE: Tuesday, 13th April, 2010

TIME: 2.00 p.m. – 4.00 p.m.

INSTRUCTIONS:

Answer a total of **THREE** questions. Question **ONE** is Compulsory. Do not write any notes on the examination paper.

1. Briefly discuss the importance of planning, organizing, staffing, leading, motivation and controlling functions in the management of an organization.
(30 marks)

2. Outline the structure and contents of any four of the following branches of management:
 - i) Strategic Management
 - ii) Operations Management
 - iii) Human Resources Management
 - iv) Information Management
 - v) Financial Management
 - vi) Marketing Management

(20 marks)

3. Briefly discuss the contributions of **two** of the following luminaries to management thought and practice: Niccolo Machiavelli, Henri Fayol, Mary Parker Follet, Peter Drucker, Adam Smith and Frederick Winslow Taylor.
(20 marks)
4. As a project manager of a leading corporate organization, what strategies and approaches would you use to attract and retain quality staff for the organization?
(20 marks)
5. a) Explain the meaning and relevance of “Emotional Intelligence?” in professional work. (8 marks)
- b) Briefly discuss challenges of building and managing a good team for corporate well-being. (12 marks)