



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
CERTIFICATE IN BUSINESS MANAGEMENT**

COURSE CODE: CBM 006

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE: 20TH AUGUST 2019

TIME : 1430-1630 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and *any other* **THREE** in section **B**.

This paper consists of 2 printed pages. Please turn over.

1. Answer the following questions

- a) Differentiate between authority, power, responsibility and accountability as it relates to management- **(5 marks)**
- b) Briefly describe the skills required by managers in organizations **(5 marks)**
- c) With the use of relevant examples, differentiate between a mission and vision as used in tourism planning **(5 marks)**
- d) Outline the basic principles of organizing **(5 marks)**
- e) What are the factors that determine an effective span of control **(5 marks)**

SECTION B-45 marks

- 2. Describe the various leadership styles that are applicable in modern day management. **(15 marks)**
- 3. Discuss the various types of organisational structures giving advantages and disadvantages of each- **(15 marks)**
- 4. Discuss the role of training and development in effective management of staff in an organization. **(15 marks)**
- 5. a) Describe the planning process in management **(8 marks)**
b) What are the characteristics of an effective control process **(7 marks)**

.....**END**.....