



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM  
AND HOSPITALITY  
DEGREE IN URBAN AND REGIONAL  
PLANNING**

**COURSE CODE: URP 4140-1  
COURSE TITLE: MANAGEMENT PRINCIPLES  
AND TECHNIQUES**

**DATE: 6/12/ 2023**

**TIME: 1430-1630 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

Section A is compulsory

Answer any **THREE** questions in section B

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

**SECTION A: ANSWER ALL QUESTIONS (20 MARKS)**

Q1. Describe five features of Systems Approach for effective management  
(5 marks)

Q2. Discuss Game Theory and indicate its management applications  
(5 marks)

Q3. Analyze decision making models used in Business Organizations  
(5 marks)

Q4. Assess steps in environmental policy formulation (5 marks)

**SECTION B: ANSWER THREE QUESTIONS (30 MARKS)**

Q5. Systems have inputs, processes, outputs and outcomes, with ongoing feedback among its various parts. Discuss the systems view/attributes of Organizational Development in Kenya.  
(10 marks)

Q6. The Management by Objectives System is directed toward the effective and efficient achievement of organizational and individual objectives. Analyze the stages and features of Management by Objectives Processes.  
(10 marks)

Q7. The Schools of Management are theoretical frameworks for the study of management. Discuss these frameworks for effective decision making.  
(10 marks)

Q8. Managers act to achieve common or group interests. Discuss the four (4) models of collective action for effective coordination in Organizations  
(10 marks)

Q9. Managers need to understand how one decision affects the options available to other decisions in an Organization. Discuss how managers can use the Analysis of Interconnected Decision Areas (AIDA) approach for feasible solutions  
(10 marks)

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