



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: www.must.ac.ke Email: info@must.ac.ke

University Examinations 2014/2015

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF
BACHELOR OF COMMERCE

BFB 3103: PRINCIPLES OF MANAGEMENT

DATE: OCTOBER 2015

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) What is management (2 Marks)
- b) With illustrations describe the Maslow's hierarchy of human needs (10 Marks)
- c) Discuss the characteristics of a good manager (10 Marks)
- d) Describe the necessary management skills for managing the organizational resources (8 Marks)

QUESTION TWO (20 MARKS)

Describe the principles of management and their applicability (20 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the functions of management (10 Marks)
- b) Discuss the elements of mission statement in business organization (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the priority setting tool when planning (10 Marks)
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b) Discuss the process of planning in management

(10 Marks)

QUESTION FIVE (20 MARKS)

Discuss the causes of resistance to change and how to overcome it

(20 Marks)