



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE  
OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

**(CITY CAMPUS)**

**ABA 102: INTRODUCTION TO MANAGEMENT**

*Date: 25<sup>th</sup> November, 2013*

*Time: 9.00 – 11.00am*

**INSTRUCTIONS:**

- Attempt QUESTION ONE and any other TWO QUESTIONS.
- Question One carries 30 marks. The other questions carry 20 marks each.

### QUESTION ONE

- a) The top management of a firm comprises of the board of directors and chief executives. Examine the functions performed by the top managers. **(10Marks)**
- b) Management is characterized by an intangibility aspect. Apart from this explain five more characteristics of management. **(10Marks)**
- c) Most groups are in a continuous state of change, but there is a general pattern that describe how most groups evolve. Discuss the group forming process. **(10Marks)**

### QUESTION TWO

- a) Fayol stressed order and the need for managers to be role models in his administrative management theory. Discuss the fourteen principles of management advanced by Fayol through his experience as a general manager. **(14Marks)**
- b) Abraham Maslow studies into human motivation led him to formulate a hierarchy of needs based on a hierarchical model with basic needs at the bottom and higher needs at the top. Using a diagram explain Maslow needs theory. **(6 Marks)**

### QUESTION THREE

- a) According to Mintzberg each manager's work can be boiled down to ten roles. Giving examples explain the ten managerial roles. **( 10 Marks)**
- b) There are four managerial skills that can be identified within any business firm. Evaluate the four managerial skills. **( 10 Marks)**

#### **QUESTION FOUR**

a) Planning is a mental process to do things in orderly way, to think before acting and to act in the right of total facts advance the six steps in the planning function.

**( 12 Marks)**

b) Explain four functions of the staffing function of management. **(8 Marks)**

#### **QUESTION FIVE**

a) According to Keith Davis, leadership is the ability to persuade others to seek defined objectives enthusiastically, it's the human factor that binds a group together and motivates it towards goals. Discuss the four main leadership styles. **(8 Marks)**

b) Every manager must be concerned with how to motivate his employees. Discuss four approaches to motivation a manager can use depending on the nature and type of employees. **(12 Marks)**