

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 104**

**COURSE TITLE: PRINCIPLES AND PRACTICE OF**

**MANAGEMENT**

**DATE: 13TH MAY 2016 TIME: 8.30-1030 AM**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

**QUESTION ONE**

Blessy Gabrielle is a fast growing commercial dairy farm. It has a total of 16 employees, all of whom are encouraged to use their initiative to solve problems in the process of discharging their duties. In the words of one of the workers:

“we really love it here. We are just like family: the love, the care, the unity; even though the owner emphasizes a lot on thoroughness and results. We are very happy here and we do everything diligently and with a big smile. We are all winners here!”

Blessy Gabrielle owes a big part of its success to careful planning.

1. Identify the dimensions of culture that are manifest in the above story. Give a brief description of each of the dimensions of culture that you will identify and point out the part of the story that illustrates it. **(15 marks)**
2. “We exercise careful planning because, oops! I have to go.” Complete the speech for the Blessy Gabrielle staff who has been talking to you **(10 marks)**

**QUESTION TWO**

Write short notes on each of the following:

1. Management is universal **(3 Marks)**
2. Management is an art **(3 Marks)**
3. The manager is a figurehead **(3 Marks)**
4. Increased security threats **(3 Marks)**
5. Shifting organizational boundaries **(3 Marks)**

**QUESTION THREE**

Outline Frederick Taylor’s principles of management and illustrate how each one of them is being applied in managing present day organizations. **(15 marks)**

**QUESTION FOUR**

Using Maslow’s Hierarchy of needs demonstrate how, as a manager, you would apply it to motivate your staff members. **(15 marks)**

**QUESTION FIVE**

1. Identify the characteristics of a good control system **(10 marks)**
2. Describe the various stages of group formation **(5 Marks)**

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