



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

HOMA-BAY CAMPUS

**ABA 429: PLANNING AND ADMINISTRATIVE DECISION
MAKING**

Date: 11th June, 2017

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.



QUESTION ONE

- a) Explain FOUR reasons why planning is important. (8 marks)
- b) Describe the following concepts;
- i) Bounded Rationality
 - ii) Satisfice
 - iii) Heuristic Principles
- c) Elucidate steps in planning (8 marks)
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QUESTION TWO

- a) Describe THREE methods a manager may use to assess business environment. (12 marks)
- b) Planning is one of the key functions of management. Explain what you understand by the concept of 'Management'. (8 marks)
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QUESTION THREE

- a) Business problems are classified under two types. Identify and explain the two problem types. (6 marks)
- b) State THREE criticisms of planning. (9 marks)

QUESTION FOUR

- a) Outline THREE planning tools. (9 marks)
- b) With relevant examples differentiate the application of Qualitative and Quantitative factors in decision making. (6 marks)

QUESTION FIVE

- a) One of the approaches in selecting a decision from alternatives is the use of experience. Explain THREE challenges of relying on past experience. (6 marks)
- b) With the use of an example, describe the application of 'Decision Tree' in decision making by managers. (9 marks)

QUESTION SIX

- 'The formulation of an organization's mission and strategy is the start of planning processes'. Discuss. (15 marks)
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