



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

**CERTIFICATE IN BUSINESS MANAGEMENT**

**BMG 1102: BUSINESS MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Dec 2016

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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Question ONE

- (a) Explain any six macro environmental factors that managers must put into consideration as they carry out their managerial tasks

(18 marks).

- (b) Explain the term Management from the following contexts

- i. Social
- ii. Economist
- iii. Sociology
- iv. Specialist in Administration

(12 Marks)

## Question TWO

(a) State and explain any two different approaches (schools of thought) to management

(10 marks)

(b) Explain five kinds of managerial power

(10 marks)

## Question THREE

(a) Explain the term "SWOT" analysis

(12 marks)

(b) Explain theory "Y" and theory "X" according to McGregor

(8 marks)

## Question FOUR

(a) Mention and briefly explain five causes of conflict in organizations

(10 marks)

(b) Mention and briefly explain five internal organizational constraints

(10 marks)

## Question FIVE

With the aid of a well labeled diagram, explain the Maslow's hierarchy of needs clearly stating the needs to be satisfied at each level

(20 marks)