



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BACHELOR OF SCIENCE IN MARITIME MANAGEMENT

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY

BMG 4101: PRINCIPLES OF MANAGEMENT

SERIES: APRIL 2025

TIME: 2HOURS

DATE: 2 May 2025

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.

Question ONE

- Explain characteristics and traits that women leaders should possess for success in their leadership. (10 marks)
- In an organization, we find several levels of management. Discuss these levels explaining their functions. (12 marks)
- Managers in an organization are required to plan which is a primary function of management. Discuss. (8 marks)

Question TWO

- Centralization is the systematic and consistent reservation of authority at central points in an organization. Elucidate the advantages of centralization. (7 marks)
- Assignment of responsibility or authority to another person is key to help in accomplishment of tasks. Describe the barriers to effective delegation. (8 marks)

- c) Explain the principles of organizing. (5 marks)

Question THREE

- a) During recruitment the HR manager can fill for a vacant position either internally or externally. Explain both sources of recruitment and the advantages of both sources of recruitment. (10 marks)
- b) Discuss selection methods available for use in choosing the best candidate for a job position. (10 marks)

Question FOUR

- a) Explain THREE styles of leadership a leader can use at any given time showing their advantages and disadvantages. (10 marks)
- b) Abraham Maslow suggested a hierarchy of five needs that motivate behaviour. Explain clearly with examples those needs and their application in modern management. (10 marks)

Question FIVE

- a) Controlling ensures that performance does not deviate from standards. Analyse the importance of controlling in a service industry. (4 marks)
- b) By use of practical examples discuss any external environmental factors that affects management of an organization today. (8 marks)
- c) Discuss the scientific management theory by Fredric Taylor and his contribution to modern management. (8 marks)