



THE TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
(DICT10A/DICT 11M/DIT 2K11M)

BBM 2227: PRINCIPLES & PRACTICE OF MANAGEMENT I

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: FEBRUARY 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions

Answer question **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (Compulsory)

- a) Define management briefly and explain the **FOUR** main functions of management being the components of its process. **(10 marks)**
- b) Briefly describe Max Weber's bureaucratic theory emphasizing on his principles of bureaucracy. **(10 marks)**
- c) Explain in brief any **FIVE** features or elements which imply planning process. **(10 marks)**

Question Two

- a) Explain briefly the importance of designing an organization's structure. **(5 marks)**
- b) Write short notes on the following:
 - (i) Authority
 - (ii) Responsibility
 - (iii) Delegation
 - (iv) Power**(10 marks)**

Question Three

- a) Define manpower/human resource planning and highlight its main objective. **(7 marks)**
- b) Explain any **FIVE** factors used to fix or determine a wage/salary rate for a particular job. **(8 marks)**

Question Four

- a) Explain briefly the steps you will use to purchase a computer hardware for your department, emphasizing what is done at each stage. **(10 marks)**
- b) Briefly explain how negotiations are above leading to a purchase/sale contract. **(5 marks)**

Question Five

- a) Explain briefly components of marketing mix being of critical consideration when developing a marketing strategy. **(8 marks)**
- b) Describe briefly the meaning and steps in the consumer purchasing decision process. **(7 marks)**