



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A Constituent College of JKUAT)**

(A Centre of Excellence)

# **Faculty of Engineering & Technology**

**DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY**

**DIPLOMA IN INFORMATION TECHNOLOGY  
(DIT 10M)**

**ECS 2312: PRINCIPLES & PRACTICE OF MANAGEMENT II**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2012**

**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) Explain briefly what you understand by management process laying emphasis on the **FOUR** discrete processes of management. **(8 marks)**
- b) Define a strategy and briefly describe the generic strategies at corporate and business level of a business corporation. **(12 marks)**
- c) Explain briefly what you understand by managerial decision making outlining the steps in the process. **(10 marks)**

**Question Two**

- a) Define an organization structure and explain the bases of structuring an organization. **(5 marks)**
- b) Outline **FIVE** factors necessitating a wider or narrow span of control and thus flat and tall structure respectively. **(10 marks)**

**Question Three**

- a) Briefly explain what you understand by the term group and highlight **FOUR** features that differentiate a group from a common crowd. **(5 marks)**
- b) Define the term recruitment and outline the steps in recruitment process. **(10 marks)**

**Question Four**

- a) Explain in brief Abraham Maslow's hierarchy of needs theory in relation to organizational motivation. **(10 marks)**
- b) Describe the criteria used to evaluate the performance of a manager to determine the extent of his/her effectiveness. **(5 marks)**

**Question Five**

- a) Describe briefly the types of leadership styles prevalent in most organizations even in the current era. **(10 marks)**
- b) Define the term communication and describe briefly the various elements/components in the communication process. **(5 marks)**