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**PRINCIPLES AND PRACTICE
OF MANAGEMENT**

November 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE EXAMINATIONS
STAGE III**

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN COOPERATIVE MANAGEMENT
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN ROAD TRANSPORT MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
DIPLOMA IN PROJECT MANAGEMENT
DIPLOMA IN MARITIME TRANSPORT LOGISTICS
DIPLOMA IN DISASTER MANAGEMENT
DIPLOMA IN SALES AND MARKETING
DIPLOMA IN INVESTMENT MANAGEMENT
MODULE III**

PRINCIPLES AND PRACTICE OF MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

**Candidates should check the question paper to ascertain that
both pages are printed as indicated and that no questions are missing.**

1. (a) Explain **five** leadership qualities that a manager should possess in order to be effective. (10 marks)
- (b) Explain **five** benefits that may accrue to an organization from applying bureaucratic principles advocated by Max Weber. (10 marks)
2. (a) Outline **five** demerits of adopting management by objectives approach in an organization. (10 marks)
- (b) Explain **five** functions of a supervisor in an organization. (10 marks)
3. (a) Outline **five** factors that may negatively affect downward communication in an organization. (10 marks)
- (b) Explain **five** benefits that may accrue to a firm from continuous training of its employees. (10 marks)
- x4. (a) Outline **five** requirements of an effective control system. (10 marks)
- (b) Explain **five** ways in which cultural differences may negatively influence the performance of a manager in a foreign country. (10 marks)
5. (a) Outline **five** non-financial incentives that may be used to motivate employees in an organization. (10 marks)
- (b) Explain **five** ways in which a business organization may demonstrate social responsibility to consumers of its products. (10 marks)
6. (a) Explain **five** limitations of using committees to make decisions in organizations. (10 marks)
- (b) Explain **five** benefits that an organization may derive from planning its activities. (10 marks)
- (a) Outline **five** merits of using internal sources of recruitment in an organization. (10 marks)
- (b) Describe **five** steps that should be followed when implementing strategic management approach in an organization. (10 marks)

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