



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

PRINCIPLES OF MANAGEMENT

HMKT 104

PART 1 SEMESTER 1

Total Marks [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Examine the key functions of a manager as proposed by Henry Mintzberg, citing relevant examples. (25)
2. Controlling, organizing and leading without planning is a waste of time, resources and money. Discuss. (25)
3. Explain any four leadership styles in management and ascertain their effects on an Organization's performance. (25)
4. Citing relevant examples, examine how managers can effectively lead and coordinate remote teams. (25)
5. Explain the meaning of the following terms as used in management:
 - (a) Organizing (5 Marks)
 - (b) Directing (5 Marks)
 - (c) Budgeting (5 Marks)
 - (d) Controlling (5 Marks)
 - (e) Staffing (5 Marks)
6. Citing relevant examples, evaluate motivation as an essential element of management. (25)

END OF PAPER