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**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**  
**BACHELOR OF COMMERCE HONOURS DEGREE IN**  
**MARKETING**

**PRINCIPLES OF MANAGEMENT**

**HMKT 104**

**PART 1 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: JUNE 2023**

**Time: 3 Hours**

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**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. 'Managers do more than administering their staff all day'. Evaluate this assertion citing relevant examples. (25)
2. Citing practical examples, show how managers make use of PESTEL as a tool to identify major opportunities and threats to adjust their firms' strategies accordingly. (25)
3. Citing practical examples explain any five sources of power that organizational managers use. (25)
4. Examine the efficacy of the Frederick Herzberg's motivation-hygiene theory to modern management. (25)
5. Citing relevant examples, discuss the challenges faced by managers in executing management roles. (25)
6. Controlling, organising and leading without planning is a waste of time, resources and money. Discuss. (25)

*End of Paper*