



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: JUNE 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. Citing relevant examples, discuss the four main functions of Management. (25)
2. Assess the importance of planning in the management process citing relevant examples. (25)
3. 'Effective control contributes to the achievement of organisational goals'. Discuss. (25)
4. Compare and contrast the impact of different leadership styles on employee motivation and productivity in an organisation of your choice. (25)
5. Examine the applicability of Henry Fayol's practice of 14 principles of management in contemporary management practices. (25)
6. Explain the following terms as they relate to management.
 - i) Authority (5)
 - ii) Delegation (5)
 - iii) Esprit De Corps (5)
 - iv) Centralisation (5)
 - v) Task Environment (5)

END OF PAPER