



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE & BACHELOR OF BUSINESS LEADERSHIP

DEPARTMENT: BUSINESS

COURSE CODE: BCM 104/BUS 3113

COURSE TITLE: PRINCIPLES OF MANAGEMENT

EXAM DATE:

TIME:

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer FOUR Questions Only, question one is **compulsory**
- Write your student number on the answer booklet provided.

QUESTION ONE (Compulsory) (10 Marks)

A team leader notices that his team is frequently missing deadlines. He blames the team and increases their workload. The performance still doesn't improve.

- a) What managerial function is being poorly executed by the leader. Justify (4mks)
- b) Explain three strategies the leader can adopt and improve general performance of employees (6mks)

QUESTION TWO (10mks)

Describe the following approaches to management

- a) Behavioral approach (2 Marks)
- b) Managerial roles approach (2 Marks)

- c) Systems approach (3 Marks)
- d) Classical approach (3 Marks)

QUESTION THREE (10MKS)

- a) Discuss any two principles of management practice as advanced by Frederick Winslow Taylor. (4 Marks)
- b) Discuss any three reasons why organizations need to carry out the management function of planning. (6 Marks)

QUESTION FOUR (10mks)

Digital transformation is reshaping how organizations operate and compete in the global market.

- a) Define the concept of digital transformation and explain its impact on traditional management functions such as planning, organizing, leading, and controlling. (4Marks)
- b) Discuss how data-driven decision-making, enabled by technologies like AI and big data analytics, is influencing modern management practices. (6Marks)

QUESTION FIVE (10 mks)

- a) State four advantages for managing by objectives (MBO). (4 Marks)
- b) Explain the three levels of management (6mks)

QUESTION SIX (10 mks)

- a) Outline FOUR principles of organizing. (4 Marks)
- b) Identify and describe any two organizational structures (6 Marks)