

3182 2908/303 2922/303  
2902/303 2909/303 2924/303  
2903/303 2912/303 2925/303  
2906/303 2918/303 2926/303  
2907/303 2920/303 2927/303

**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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3182	2908/303	2922/303
2902/303	2909/303	2924/303
2903/303	2912/303	2926/303
2906/303	2918/303	2927/303
2907/303	2920/303	2928/303