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**PRINCIPLES AND PRACTICE
OF MANAGEMENT**

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE EXAMINATION
STAGE DI**

**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
DIPLOMA IN INFORMATION SCIENCE**

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.**

- (a) Outline five indicators of effective management in an organization. (10 marks)
- (b) Highlight five contributions of the contingency approach to management practice. (10marks)
- &. (a) Explain five benefits that may accrue to an organization from applying management by objectives approach to management. (10marks)
- (b) Explain five factors that should be considered when determining the number of employees under each supervisor. (10marks)
- \ (a) Highlight five methods that can be used to enhance communication between management and staff in an organization. (10 marks)
- (b) Explain five reasons that make it necessary for organizations to establish control mechanisms in their operations. (10 marks)
- 4 (a) Explain five reasons for establishing salary scales for employees in an organization. (10 marks)
- (b) Environmental pollution is one of the global issues impacting on management practice. Outline five measures that managers of the manufacturing firms may take to minimize the vice. (10 marks)
5. (a) There are certain factors that may limit organizational engagement to corporate social responsibility. Outline five such factors. (10 marks)
- (b) Explain five disadvantages of applying bureaucratic principles in running an organization. (10 marks)
- X (a) Describe the steps that should be followed when making a decision in an organization. (10 marks)
- (b) Explain five limitations of using internal audit as a control tool in an organization. (10 marks)
7. (a) Coordination of activities among various departments in an organization is a key function of a manager. Explain five ways in which this function can be carried out. (10 marks)
- (b) Explain five ways in which strategic decisions differ from operational decisions. (10 marks)

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