

CHUKA



UNIVERSITY

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**RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS EXAMINATION FOR THE
AWARD OF CERTIFICATE IN BUSINESS MANAGEMENT**

CIBM 00113: PRINCIPLES OF MANAGEMENT

STREAMS: CERT (BUS.MGT)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 05/05/2021

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- Answer question One and any other two questions.
- Do not write in the question paper.

1. (a) Explain any six characteristics of management. [6 marks]
(b) Identify and briefly explain the various principles of management. [12 marks]
(c) List four skills that a manager needs to perform their duties. [4 marks]
(d) Explain four arguments for business social responsibility that have often been expressed in social responsibility debate. [8 marks]
2. (a) Explain six reasons why planning is necessary in management of a business enterprise. [6 marks]
(b) Define organization and describe various steps applied in the process of organizing. [10 marks]
(c) Highlight any four importance of controlling function. [4marks]
3. Explain how business could be socially responsible to each of the following persons:-
(a) Business shareholders [5 marks]

(b) Organization employees [5 marks]

(c) Customers [6 marks]

(d) Government [4 marks]

4. (a) "Planning is looking ahead and control is looking back". Discuss. [6 marks]

(b) Describe any four essential requirements of a good control system. [8 marks]

C) state any 6 importance of planning [6 marks]
