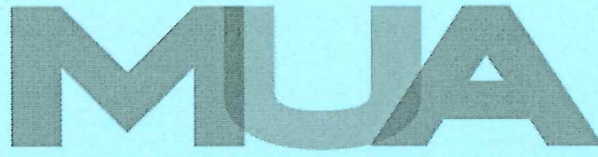


The
Management
University
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CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 105 : FOUNDATIONS IN MANAGEMENT

DATE: 9TH AUGUST 2019

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

MANAGEMENT AS AN ACTIVITY

Like various other activities performed by human beings such as writing, playing, eating and cooking management is also an activity because a manager is one who accomplishes the objectives by directing the efforts of others. According to Koontz, "Management is what a manager does". In the functioning of business enterprise, the manager constantly has to receive and give information orally or in written. A communication link has to be maintained with subordinates as well as superiors for effective functioning of an enterprise.

Practically all types of managerial activities are based on one or the other types of decisions. Therefore, managers are continuously involved in decisions of different kinds since the decision made by one manager becomes the basis of action to be taken by other managers. (E.g. Sales Manager is deciding the media & content of advertising).

Management involves achieving goals through people. Therefore, managers have to interact with superiors as well as the sub-ordinates. They must maintain good relations with them. The inter-personal activities include with the sub-ordinates and taking care of the problem. (E.g. Bonuses to be given to the sub-ordinates).

Required:

- A. Management as an activity includes three major things that the manager performs. List and discuss the three roles as per Koontz as explained in the case study. **(10 MARKS)**
- B. Give and explain the reasons why management is termed as a group activity **(10 MARKS)**
- C. With a well labeled diagram outline the **FIVE** functions of management **(10MARKS)**

QUESTION TWO

- A) Identify and explain five importance of an organizational Manuals **(5 MARKS)**
- B) List any five types of organizational manuals **(5 MARKS)**

QUESTION THREE

According to *R.C. Davis*, "Supervisory management refers to those executives whose work has to be largely with personal oversight and direction of operative employees". In other words, they are concerned with direction and controlling function of management. Outline 5 activities performed by supervisors.

(10 MARKS)

QUESTION FOUR

A) Outline seven (7) the decision making process

(7 MARKS)

B) Define the chain of command

(3MARKS)

QUESTION FIVE

A) Differentiate between management and administration

(6 MARKS)

B) List four ways of motivating employees

(4 MARKS)

QUESTION SIX

A. List six components of communication process

(6 MARKS)

B. Discuss two business forms you know

(4 MARKS)

