

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
PRINCIPLES OF MANAGEMENT – CBU 1108
SUPPLEMENTARY EXAMINATION**

OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer any four (4) questions
 2. Questions may be answered in any order
 3. All questions carry 25 marks each
 4. Credit will be given to the use of appropriate examples
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QUESTION ONE

Explain how variables from the business environment may influence the operations of an organization. **[25 marks]**

QUESTION TWO

Every Community insists that businesses be “good corporate citizens”. Discuss. **[25 marks]**

QUESTION THREE

Discuss the control process and comment on the importance of having control measures put in place in an organization. **[25 marks]**

QUESTION FOUR

Marketing Management uses four variables also known as 4Ps for decision making, using a product of your choice, discuss these variables in detail. **[25 marks]**

QUESTION FIVE

- a) Discuss the importance of the transformation model/ Input – Transformation – Output Model in the Operations function
[20 marks]
- b) Why is it important for Management to pay particular attention to the input used?
[5 marks]

QUESTION SIX

Discuss in detail, three types of plans you are familiar with, highlighting the importance of each plan in the business organization. **[25 marks]**

QUESTION SEVEN

Human Resources activities fall into four broad categories, namely, Human resources planning, recruitment and selection, training & development and compensation & motivation. Name and discuss three activities in each of these categories **[25 Marks]**

END OF EXAMINATION