



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CBM 121
COURSE TITLE : PRINCIPLES OF MANAGEMENT
DURATION : 3 HOURS
DATE : 19 JAN 2023
SPECIAL REQUIREMENTS : NONE

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []
5. Credit will be given for logical, systematic, and neat presentations.

Question 1.

Discuss three levels of management and the roles each level plays in the management of an organisation **(25 Marks)**.

Question 2.

(a) What is the difference between strategic and operational plans? **(10 Marks)**.

(b) Discuss five bases of power **(15 Marks)**.

Question 3.

Given a business environment which is dynamic, volatile, uncertain, complex and ambiguous, which management style would you recommend a manager to adopt? Support your answer **(25 Marks)**.

Question 4.

Discuss the benefits of controlling in an organisation of your choice **(25 Marks)**.

Question 5.

Critically evaluate the importance of environmental scanning to an organisation in an industry with many players **(25 Marks)**.

| Am