



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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DEPARTMENT OF ECONOMICS, MARKETING ENTREPRENEURSHIP

EXAMINATION PAPER

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

30 JUL 2024

**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.**

Planning is an essential part of management. Discuss the benefits of planning in an organisation of your choice. **(25 Marks).**

**Question 2.**

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

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

**Question 3.**

"Autocratic leadership style is the best." Discuss. **(25 Marks).**

**Question 4.**

Controlling is important in a manufacturing or service industry throughout the value chain. Examine the types of controlling and how best an organization can utilize the control process in promoting efficiency and effectiveness. **(25 Marks).**

**Question 5.**

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