



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

MODULE CODE : CBM 121  
MODULE TITLE : PRINCIPLES OF MANAGEMENT  
DURATION : 3 HOURS  
LEVEL : 1.2  
DATE : 12 FEB 2025

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed.
3. Answer any **FOUR (4)** questions.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets [ ].
6. Show all workings, where applicable.

**Question 1.**

Most organisations prematurely face decline due to many factors. Critically evaluate the importance of planning in an organisation of your choice **(25 Marks).**

**Question 2.**

Managers are efficient and leaders are effective. Examine the difference between management and leadership **(25 Marks).**

**Question 3.**

You are hired by an organisation to put some control measures in the organisation, discuss the steps you are going to follow during the process to ensure success of the organisation **(25 Marks).**

**Question 4.**

Discuss how managers can make use of Maslow's hierarchy of needs to boost morale within their organisations **(25 Marks).**

**Question 5.**

Evaluate how a manager can use the soft elements of McKinsey's 7s model to ensure organisational success **(25 Marks).**