



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CBM 121  
COURSE TITLE : PRINCIPLES OF MANAGEMENT  
DURATION : 3 HOURS  
DATE : 08 APR 2025  
SPECIAL REQUIREMENTS : NONE

08 APR 2025

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 the importance of leadership in the implementation of organisational strategies (25 Marks).

### Question 2.

Strategic plans are superior to tactical and operational plans. Discuss (25 Marks).

### Question 3

Leaders derive their influence from different sources in an organisation. Critique the bases of power in leadership (25 Marks).

### Question 4

Discuss the importance of environmental scanning to an organisation which aims at opening new branches in one of the countries in the SADC region (25 Marks).

### Question 5

Discuss the steps involved in the control process and explain the importance of following such steps (25 Marks).

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