



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 :
SPECIAL REQUIREMENTS : NONE
30 JUL 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.

Organisations operating in the same environment adopt different organisational structures because of various reasons. Discuss the factors affecting the choice of an organisational structure (25 Marks).

Question 2.

Failing to plan is planning to fail. Using relevant examples, discuss importance of planning in an organisation of your choice (25 Marks).

Question 3

Using an organisation of your choice, discuss how managers can apply the equity theory in motivating employees (25 Marks).

Question 4

Discuss the three levels of management and explain the applicability of the roles of each level in a privately owned organisation (25 Marks).

Question 5

You are privileged to be part of a consultant team responsible for the establishment of a new company in Zimbabwe, advice on the organisational structure that the company would adapt for it to be competitive (25 Marks).

A/pm