

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: PRINCIPLES OF MANAGEMENT

COURSE CODE: CBM102

DURATION: 3 HOURS

28 NOVEMBER 2018

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 []

Question 1

Using suitable examples comment on Mary Parker Follett's view of management and its applicability to today's world. **[Total 25 marks]**

Question 2

- a. Briefly outline the 3 types of plans that managers do. **[9 marks]**
- b. Outline the three important underlying principles of organizational authority. **[6 marks]**

- c. Briefly explain the two underlying principles of the chain of command. **[10 marks]**

[Total 25 marks]

Question 3

- a. Briefly outline any 3 elements of the directly interactive of the business environment how they affect a business. **[15 mark]**
- b. Give any 3 external recruiting strategies are available to the organisation of your own choice. **[5 marks]**

[Total 25 marks]

Question 4

Using any four motivational theories advise ZEGU management how they can motivate its employees. **[25 marks]**

Question 5

How relevant is Grainer's model of organisational change to today's world. **[Total 25marks]**