



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE OF MATHEMATICAL SCIENCES
BACHELOR OF BUSINESS SCIENCE IN FINANCIAL ENGINEERING &
FINANCIAL ECONOMICS
END OF SEMESTER EXAMINATION
BSG 3201: PRINCIPLES OF MANAGEMENT**

DATE: 7th December 2022

Time: 2 Hrs

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE

- a) Managers are expected to listen to various stakeholders in the organisation to achieve success. Give **at least two** characteristics of active listening. **(4 marks)**
- b) Managers are expected to be leaders within their organisations. Describe **at least four** roles that a leader plays to ensure organisation success. **(8 marks)**
- c) Explain **at least three** ways in which technology has impacted on managerial communication within organisations. **(6 marks)**
- d) Describe **at least three** personality traits that can explain individual behaviour in organisations. **(6 marks)**
- e) Explain **at least three** reasons why control is important in an organisation. **(6 marks)**

QUESTION TWO

- a) You have been appointed the CEO of a multinational company with staff from various nationalities, skills and ages. Describe **at least three** initiatives that you can take to manage workplace diversity so as to improve worker productivity. **(10 marks)**
- b) Discuss the relevance of the political/legal, economic, and cultural environments to global business. **(10 marks)**

QUESTION THREE

- a) As a manager, you have various tasks that you would like to assign to groups for maximum productivity and employee satisfaction. Describe the **five** major components that you will take into account to ensure group performance and satisfaction. **(10 marks)**
- b) Compare and contrast **at least four** ways that managers make decisions. **(10 marks)**

QUESTION FOUR

- a) The introduction of change in an organization can result in resistance from employees thus resulting in unsuccessful change implementation. However, a manager can apply different techniques to address resistance based on the prevailing circumstances. Evaluate the **six** different techniques that a manager can take and the circumstances in which each technique should be applied. **(12 marks)**
- b) Contrast equity and expectancy theories of motivation. **(8 marks)**

QUESTION FIVE

- a) Organizations typically have limits to how much change they can absorb. As a manager, what signs would you look for that might suggest that your organisation has exceeded its capacity to change? Describe **at least four** signs. **(10 marks)**
- b) There is no universally accepted definition of ethical or unethical conduct. Describe at least five parameters which could be used to determine whether a person's behaviour is ethical or not. **(10 marks)**