CENTRAL UNIVERSITY

END OF SEMESTER II EXAMINATIONS

VISION AND LEGACY UNIT

CUVB 204: BUSINESS MANAGEMENT

LEVEL 200

MAY 2019

MAXIMUM TIME ALLOWED: TWO HOURS

STUDENT ID No...

Campus ....Session..

INSTRUCTIONS

Answer all questions in Sections A, and ANY THREE from Section B.

ANSWER ALL QUESTIONS IN SECTION A

1. Which of the following is known as the process of getting activities completed efficiently and effectively with and through other people?
   a. Leading
   b. Management
   c. Supervision
   d. Controlling

2. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as:
   a. Planning
   b. Organizing
   c. Leading
   d. Controlling

3. What is the best term to describe the process of attempting to influence other people to attain the organization's objectives?
   a. Planning
   b. Organizing
   c. Leading
   d. Controlling

4. The management function that specifies goals to be achieved and deciding in advance the appropriate actions to achieve those goals is:
   a. Leading
   b. Controlling
   c. Organizing
   d. Planning

5. What are the three interpersonal roles of managers?
   a. Figurehead, leader and liaison

b. Spokesperson, leader, coordinator

c. Director, coordinator, disseminator

d. Communicator, organizer, spokesperson

6. At what level of an organization does a corporate manager operate?

a. Functional

b. Operational

c. Middle level

d. Top level

7. Which one is not a recognized key skill of management?

a. Conceptual skills

b. Human skills

c. Technical skills

d. Writing skills

8. What is the guiding principle of scientific management?

a. Experimentation

b. Fluid working relationships

c. Freedom of association

d. One best way to do a job

9. What is another name for contingency planning?

a. Synergy planning

b. Ad hoc planning

c. Business level planning

d. Scenario planning

10. What does the acronym SMART stand for?

a. Suitable, measurable, actionable, rewarded and timely

b. Specific, measurable, achievable, realistic and timely

c. Standardized, measurable, achievable, realistic, and timely

d. Specific, measurable, actionable, rewarded and timely

11. To what time-frame do strategic plans relate?

a. Long-term

b. Medium-term

c. Short-term

12. What one of the following is not a key management skill in planning?

a. Conceptual skills

b. Analytical skills

c. IT and computing skills

d. Communication skills

13. What are characteristics of a programmed decision?

a. Complex and risky

b. Uncertain and non-routine

c. Low risk and certain

d. Routine and non-complex

14. Of what is an investment decision an example?

a. Programmed decision

b. Routine decision

c. Management decision

d. Non-programmed decision

15. Which of the following motivators is the most basic need in Maslow's hierarchy?

a. Safety

b. Belonging

c. Physiological

d. Esteem

16. What theory is built around the principle that 'people make choices regarding how to behave based on values and beliefs'?

a. Expectancy

b. Instrumental

c. Classical

d. Contingency

17. How does lateral communication in an organization occur?

a. Information passes upwards.

b. Information passes downwards.

c. Information is a two-way process.

d. Information passes between different departments and functions.

18. What is characteristic for the location of a virtual team?
a. In the same building
b. In the same industry
c. In the same country
d. remotely

19. In the 'five forces model', what is the type of competitive activity that exists between organizations?
a. The potential for entry into the industry
b. The threat of substitute products
c. The power of customers
d. The level of rivalry

20. A plan developed to carry out a course of action that is not likely to be repeated in the future is called:
a. Single-use plan
b. Specific plan
c. Reaction plan
d. Directional plan

21. According to Mintzberg, the Manager of an organization must perform _____ .. .__
a. An Interpersonal role
b. An Informational role
c. A Decisional role
d. All of the given options

22. In order to communicate, motivate and delegate a manager must have:
a. Political skills
b. Conceptual skills
c. Technical skills
d. Interpersonal skills

23. The SWOT approach assesses an organization's:

a. Speed, Wants, Order, Timing

b. Studies, Workflows, Opportunities, Trials

c. Strengths, Weaknesses, Opportunities, Threats

d. Signs, Worries, Objectives, Techniques

24. Maslow's need hierarchy, a healthy work environment is an example of what type of need?

a. Physiological

b. Esteem

c. Safety

d. Social

25. The first step in the decision-making process is which of the following?

a. Developing decision criteria

b. Allocating weights to the criteria

c. Analyzing alternatives

d. Identifying a problem

SECTION B- ESSAY (75 MARKS):
Answer any three questions. All questions carry equal marks

1. Write short notes on the main concepts of the following:
   a. What is Motivation and state the two (**5 marks**)
   b. Maslow Hierarchy of Needs (**8 marks**)
   c. Theory X and Theory Y (**7 marks**)
   d. Explain how a Manager can apply Maslow's Hierarchy of Needs Theory to reduce employee turnover in a organization. (**5marks**)

2. Write short notes on the following

   a. Conceptual skills (**5 marks**)
   b. Human skills (**5 marks**)
   c. Technical skills (**5 marks**)
   d. Discuss any five roles and importance of management. (**10 marks**)

3. a) Give one comprehensive definition for the term 'communication'. (**5 marks**)
   b) Provide a description of the communication process indicating all the steps. (**15 marks**)
   c) State five barrier to effective communication. (**5 marks**)

4. Briefly Differentiate between the following:

   a. Line Authority and Staff Authority (**5 marks**)
   b. Decentralization and Centralization (**5 marks**)
   c. Matrix organization and Project organization (**5 marks**)
   d. Management and Administration. (**10 marks**)

5. Explain the concept of the following Management theories

   e. Scientific Management (F. W. Taylor) (**10 marks**)
   f. Administrative Principle (Henry Fayol) (**15 marks**)

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