

Name: _____ Index No. _____ / _____

2902/303

**PRINCIPLES AND PRACTICE
OF MANAGEMENT**

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

PRINCIPLES AND PRACTICE OF MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions.*

All questions carry equal marks.

Write your answers in the spaces provided in this question paper.

*Do **NOT** remove any pages from this question paper.*

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

**Candidates should check the question paper to ascertain that
all the pages are printed as indicated and that no questions are missing.**

1. (a) Outline **five** ways in which technical skills are useful to a manager when carrying out managerial tasks in an organization. (10 marks)
- (b) Give **five** reasons why a manager may find it necessary to apply the scientific principles of management when carrying out his duties in an organization. (10 marks)
2. (a) Highlight **five** limitations of using the Management By Objectives approach to provide management solutions in an organization. (10 marks)
- (b) Managers may sometimes be reluctant to adopt the product divisional basis for structuring organizations. Give **five** reasons that the managers may have for such reluctance. (10 marks)
3. (a) Outline **five** ways through which employees can ensure effective utilization of their working hours in an organization. (10 marks)
- (b) Give **five** reasons that justify the need for organizations to purchase stock in appropriate quantities. (10 marks)
4. (a) Wage differences among employees in an organization are unavoidable and serve certain purposes. Explain **five** such purposes. (10 marks)
- (b) Explain **five** circumstances under which a manager may adopt the participative style of leadership in an organization. (10 marks)
5. (a) Highlight **five** limitations that may be associated with the use of money to motivate employees in an organization. (10 marks)
- (b) The Marketing Manager at Bass Ltd has recommended a change in the pricing of one of the organization's products. Outline **five** reasons that may have led to this recommendation. (10 marks)
6. (a) The level of conflict among employees at Nete Ltd has been on the increase in the recent past. Explain **five** measures that the management should take to address this problem. (10 marks)
- (b) Explain **five** organizational factors that may contribute to stress among employees in a sales and marketing firm. (10 marks)
7. (a) Emerging technology may pose a number of challenges to organizations today. Highlight **five** ways in which a manager may deal with such challenges. (10 marks)
- (b) Outline **five** techniques that a manager may adopt in order to enhance coordination in an organization. (10 marks)