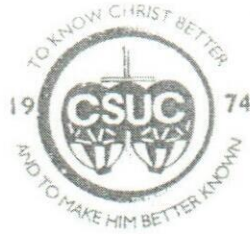


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CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examinations, 2023/2024 Academic Year

Level 400

Regular/Weekend School

BACS 412: PRINCIPLES OF BUSINESS MANAGEMENT

May 2024

Section B

TIME ALLOWED: 2Hrs

INSTRUCTIONS TO CANDIDATES:

- Candidates are expected to answer any two (2) questions.

Examiner: Isaac Ampong

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Q1. Explain the three (3) basic managerial skills identified by Henry Fayol

(15 marks)

Q2. Explain any three (3) factors that affect Management.

(15 marks)

Q3. Explain any three (3) effective techniques used to identify key stakeholders.

(15 marks)

Q4. Explain any three (3) importance of planning.

(15 marks)

Q5. Explain any three (3) decision making tools.

(15 marks)