



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI**

**CSUC SCHOOL OF BUSINESS**

**DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**End of First Semester Examinations, 2021/2022 Academic Year**

**Level 200**

**Regular/Weekend School**

**CSBH 234 PRINCIPLES OF MANAGEMENT**

**(2 CREDIT HOURS)**

**February 2022**

**Time Allowed: 2 hours**

**GENERAL INSTRUCTIONS:**

- There are FIVE questions in all, and you are REQUIRED to answer only THREE of them.
- The question paper MUST be handed over to the invigilator after examination is over.
- Bear in mind that, *grading of exams will be based on: Content (Clarity of points & answering questions in their entirety) and Conventions (Grammatical expressions & Organization of work).* Consequently, **10marks** have been allocated for content and convention as represented here.

**Examiner: EDWARD OKYERE**

## SECTION A

### ANSWER ONLY THREE QUESTIONS FROM THIS SECTION

1. Explain how you will apply the following managerial concepts to ensure a maximum production from employee in an organisation:
  - I. Scientific management *5marks*
  - II. Bureaucratic management *5marks*
  - III. McGregor Thoery X and Y *5marks*
- b. How would you describe the process of organisation as a system. *5marks*
2. Cital X company is worried about the recent COVID 19 pandemic which has virtually rendered their ultimate business strategy irrelevant. For two months, they have been escalating commitment, yet the result and outcome seem insignificant. As a management professional, what managerial principle or theory would you recommend to them to ensure management effectiveness and efficiency considering the context and their strategy. *20marks*
3. Change they say is the only permanent thing in the world. Managers are confronted with both internal and external changes that may pose a significant threats to the effectiveness, efficiency and survival of the organisation. With reference to the inevitability of change;
  - a. Explain 5 possible changes both in the internal and external environment that managers may have to contend with. *10marks*
  - b. How has COVID 19 pandemic changed management thinking and the BIG lesson for contemporary managers. *10marks*
4. Decision making is an important function for ensuring total quality management and to promote creativity and innovation in organisation.
  - a. Explain how total quality management and organisational creativity and innovation is a decision making process. *10marks*
  - b. What does the concept of bounded rationality indicate the extent to which decision making can be effective? *10marks*

5. Managers perform many roles in organisation.

a. Identify and explain ANY five of these roles. *10marks*

b. Write short notes on Michael Porter Five Factor Forces used in analysing how competitive an industry is. *10marks*