



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI

CSUC SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

**END OF FIRST SEMESTER EXAMINATIONS, 2019/2020 ACADEMIC
YEAR**

LEVEL 200

REGULAR/WEEKEND/ EVENING SCHOOL

CSBH 243: PRINCIPLES OF MANAGEMENT

(3 CREDIT HOURS)

June 2020

Total Marks: 70

GENERAL INSTRUCTIONS:

- This paper consists of four (4) questions in all. You are required to answer only (2) questions in the answer booklet.
- Your answer for each question should be a minimum of three (3) pages
- Each question carries twenty (35) marks.
- Students should note that credit has been allocated for Proper (versus pedestrian or commonsensical) application of principles, concepts, theories, and analytical framework, orderly presentation of ideas and clear/legible handwriting
- You are required to submit your work at the designated period.

Index Number.....Signed..... Date.....

1. Explain how you will apply the following managerial concepts to ensure a maximum production from employee in an organisation:
 - a. scientific management **10marks**
 - b. Bureaucratic management **10marks**
 - c. McGregor Theory X and Y **10marks**
 - d. 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. **35mark**

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. **20marks**
 - b. How has COVID 19 pandemic changed management thinking and the BIG lesson for contemporary managers. **15marks**

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. **20marks**
 - b. What does the concept of bounded rationality indicate the extent to which decision making can be effectiveness? **15marks**

Examiner: Edward Okyere