



“Investing in Africa’s future”
COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE (CBPLG)

INTRODUCTION TO MANAGEMENT –NMMS103

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER 2019

LECTURER: Dr. Iris Shiripinda

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in **Section A** . Each question carries ten (10) marks. Total possible mark is 40.

Answer and **Two (2)** questions from **Section B**. Each question carries **30** marks. Total possible mark is **60**.

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

SECTION A: ANSWERS ALL QUESTIONS

1. The use of Apps in advertising a product is as important as the production of the product itself”.

Choose any three (3) apps that are cheap and easy to use in a small business. Explain the pros and cons of using these apps. [10 marks]

2. Discuss two (2) “outdated” ways of advertising your product and explain why these methods do not fit into today’s business world. [10marks]

3. Describe what management is and why it is important to an organisation. [10marks]

4. Explain why one needs to understand the 4 kinds of managers that exists? Describe these types in your answer. [10marks]

TOTAL MARK 40

SECTION B: ANSWER ANY Two (2) QUESTIONS.

5. Management is as important as the product in a business.

- i) Define what management is? [10marks]
- ii) How does management help to achieve the goal of a business?[10marks]
- iii) What are the disadvantages of having no proper management in place?
[10marks]

6. Management is an important aspect of an organization.

- i) Describe the different levels of management in an organization and demonstrate the levels pictorially. [10marks]
- ii) Explain from either a functional or roles approach what management is.
[10marks]
- iii) Describe how management can work through non-managerial employees to achieve the goals of the organization. [10marks]

7. Management has to manage its workforce properly for the success of its organization. However employees are very different and can have conflict.

- i) Discuss the four different employee personality types. [10marks]
- ii) Explain how a manager can see that there is conflict at the work place.
[10marks]
- iii) Describe some personality management tips that could help a manager prevent conflict and drama at a workplace. [10marks]

8) Management involves hiring employees, investing in their training and creating strong teams in order to achieve organizational growth and success.

The type of leadership of the organization will have a strong bearing on its achievement of organizational goals.

- i) Describe in brief some three leadership types.[10marks]

- ii) Explain briefly some three styles of leadership based on authority. [10marks]
- iii) Discuss the type of leadership style or mix of styles that you think would be good within a University setting. [10marks]

9. Henri Taylor is called the Father of Management due to his scientific approach to management.

- i) Give the historical background of Henri Fayol's work in the field of management. [10marks]
- ii) What are Fayol's five (5) functions of management that relate to the relationship between personnel and its management and are useful as reference points so problems can be resolved in a creative manner? [10marks]
- iii) What is your opinion on Fayol's five functions of management? Support your answer with examples. [10marks]

10. A person in business has to appreciate diversity of cultures and see how to address these in a manner that benefits the organization better.

- i) Define what ethnocentrism in a business environment may entail. Give two examples. [10marks]
- ii) How does one deal with ethnocentrism when working within a culturally diverse organization? Describe fully. [10 marks]
- iii) Describe etic and emic views and cultural relativism within a business environment. Explain how one has to handle these three in order not to prejudice their organizational goals. [10 marks]

11. For an organization to survive nowadays, it has to catch onto the new social media apps and electronic tools to reach out to both customers and suppliers.

- i) Choose five (5) apps for small groups leadership that a small business can use. Describe how they work. [10marks]
- ii) Select one app that you could use to make quick surveys and explain the pros and cons of using the App. [10marks]

iii) Discuss two (2) old fashioned methods that small businesses used to use to reach out to both customers and suppliers. Explain why these methods can no longer serve the purpose like they used to.

[10marks]

12. Personality management for teams is based on theories developed by different scientists. These theories are fundamental in enhancing employee productivity.

i) Explain what the Myers Briggs letters mean or the interactive hexagon graphic from Holland's personality theory.

[10marks]

ii) Choose one theory from either Myers and Briggs personality types or John Holland's hexagon of six personality types and describe how either one of these can help a manager boost employee productivity.

[10 marks)

iii) Discuss the use of these personality tests among ethnic diverse populations

[10marks]

TOTAL MARK 60