

## QUESTION 1

An organisation which is not responsible to the community in which it operates is likely to fail.

- (a) Explain the concept of social responsibility of a business. *(4 marks)*
- (b) Describe **four (4)** types of skills that managers need to perform their duties. *(8 marks)*
- (c) Explain **two (2)** types of planning in a business organisation. *(8 marks)*

**(Total: 20 marks)**

## QUESTION 2

Explain the following concepts as used in Business Management:

- (a) Business Objectives
- (b) Delegation
- (c) Responsibility
- (d) Trait Theory of Leadership
- (e) Power

**20 marks**

## QUESTION 3

Apart from formal teams purposely created and recognised in business organisations, informal teams can also exist.

- (a) Define a team *(2 marks)*
- (b) Explain **three (3)** reasons why business organisations use teams *(12 marks)*
- (c) Explain the concept of control *(3 marks)*
- (d) Identify **three (3)** internal control tools *(3 marks)*

**(Total: 20 marks)**

#### QUESTION 4

Effective communication is essential in all aspects of a business organisation's operations if the business is to survive the competition.

- (a) Define Communication *(4 marks)*
- (b) Explain **two (2)** uses of communication in a business *(8 marks)*
- (c) Explain how economic and technological factors affect a business organisation *(8 marks)*

**(Total: 20 marks)**

#### QUESTION 5

Business organisations have in recent times used groups in the performance of organisational activities.

- (a) Identify and explain the stages of group formation. *(16 marks)*
- (b) Define and explain the concept of motivation. *(4 marks)*

**(Total: 20 marks)**

#### QUESTION 6

One of the well known content theories is Abraham Maslow's Hierarchy of Needs Theory.

- (a) Explain this Theory of Motivation bringing out the various needs levels. *(11 marks)*
- (b) Explain any **three (3)** of the following concepts.
  - Staff appraisal
  - Training
  - Development
  - Compensation *(9 marks)*

**(Total: 20 marks)**

## QUESTION 7

The marketing mix concept suggests that an organisation needs to blend a number of key variables to get the right response in its marketing efforts.

- (a) Explain the marketing mix *(4 marks)*
- (b) Describe any **two (2)** of the marketing mix elements. *(8 marks)*
- (c) State **two (2)** reasons why a business organisation should manage its operations. *(8 marks)*

**(Total: 20 marks)**