

**UNIVERSITY OF SWAZILAND**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION PAPER**

**MAY 2011**

*(FULL-TIME STUDENTS)*

**TITLE OF PAPER:** PRINCIPLES OF MANAGEMENT

**COURSE CODE :** BA 114

**DURATION :** THREE (3) HOURS

**INSTRUCTIONS :**

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6).
2. THE PAPER CONSISTS OF TWO SECTIONS; SECTION A AND SECTION B.
3. ATTEMPT SECTION A WHICH IS COMPULSORY AND ANY OTHER THREE (3) QUESTIONS IN SECTION B.
4. THE MARKS ALLOCATED FOR A QUESTION/PART QUESTION ARE AS INDICATED AT THE END OF EACH QUESTION/PART QUESTION.
5. WHERE APPLICABLE, ALL WORKINGS/CALCULATIONS MUST BE CLERLY SHOWN.

NOTE: MAXIMUM MARKS WILL BE AWARDED FOR GOOD QUALITY LAYOUT, ACCURACY AND PRESENTATION OF WORK.

THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

**SECTION A: COMPULSORY (40 Marks)**

**QUESTION 1: Read the case and answer the questions below:**

**DECISIONS AT MYTEAM**

Myteam.com is the leading online centre for the team sports community company that enables communication among players, parents, coaches, league administrators, fans and corporations involved in youth sports. Elliot Katzman founded Myteam.com in 1998 because he was frustrated by the lack of efficient communication existing in his son's after-school sports leagues. Combining his professional background with his passion for kids' sports, he saw an opportunity to leverage the Internet as a tool. Renamed *etteamz*, since its merger with the Active Network (a former competitor), the company now has a customer base of over one millions teams in over 120 countries.

1. Was Katzman's decision to form Myteam a programmed decision? Explain. (5)
2. List the elements of the decision situation that could have existed in Katzman's decision to merge with *etteamz* (15).
3. Which group decision process(es) or method(s) would you use to decide how to expand *etteamz*? Why? (10)
4. What are the benefits and problems associated with group decision making? (10)

**SECTION B: Answer any three (3) questions from this section. (60 marks)**

**QUESTION 2**

- a. Define the term Strategic planning and state its fundamentals (5)
- b. Discuss the Strategic planning process (15).

### **QUESTION 3**

- a. Differentiate between leadership and management (6)
- b. How does the Trait approach to leadership differ from the Behavioral approach? (12)

### **QUESTION 4**

- a. Discuss the main contents of Abraham Maslow's Hierarchy of needs theory (14)
- b. What are the shortcomings associated with Maslow's theory? (6)

### **QUESTION 5**

- a. Discuss about the seven-step standard hiring sequence you might use as a manager when you need to hire a Personal secretary. (14)
- b. Discuss about the performance appraisal methods open to you as a manager to use for a subordinate. (6)

### **QUESTION 6**

- a. Briefly discuss about the components of the business environment. (10)
- b. What is meant by "Corporate Social Responsibility"? Why is it important for managers to observe CSR in their organizations? (10)