

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER; F/T & IDE STUDENTS

JULY, 2014

TITLE OF PAPER : PRINCIPLE OF MANAGEMENT

COURSE CODE : BA 114

TIME ALLOCATED : THREE [3] HOURS

TOTAL MARKS : 100 MARKS

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS 5
2. THE PAPER CONSISTS OF SECTION A AND SECTION B
3. ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE [3] QUESTIONS IN SECTION B.
4. THE MARKS ALLOCATED FOR A QUESTION/PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION/PART OF QUESTION.
5. NOTE: MAXIMUM MARKS WILL BE AWARDED FOR QUALITY, LAYOUT, ACCURACY, AND GOOD PRESENTATION OF WORK.

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

SECTION A : COMPULSORY**QUESTION 1.**

Illustrate and explain the steps of Strategic Management process, using local business examples.

[Total 25 Marks]

SECTION B. ANSWER [3] QUESTIONS OF YOUR CHOICE FROM THIS SECTION.**QUESTION 2.**

2.1 Why is controlling necessary? (10 marks)

2.2. Explain the qualities of a good control system (15 marks)

[Total 25 Marks]

QUESTION 3

Explain the use of the following management tools;

3.1.SWOT Analysis (10 marks)

3.2.Porter's Five forces model (15 marks).

[Total 25 Marks]

QUESTION 4

4.1. What is leadership? (5 marks)

4.2. Use Black and Mouton's managerial grid to explain the concept of leadership (20 marks)

[Total 25 Marks]

QUESTION 5

Discuss the attributes of best run organisations that were founded by Tom Peters and Robert Waterman.

[Total 25 Marks]

END OF QUESTION PAPER: GOOD LUCK!!!