



Riara School of Business
Nurturing business innovators

JANUARY – APRIL 2023 TRIMESTER
EXAMINATIONS FOR DIPLOMA IN BUSINESS MANAGEMENT

DAY PROGRAMME

RBM 013: INTRODUCTION TO MANAGEMENT

DATE: 2023

TIME: 2

HOURS

INSTRUCTIONS

- i) Answer question one and any other two**
- ii) Marks allocated to each question are shown at the end of the question**
- iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**

QUESTION ONE (COMPULSORY – 30 MARKS)

- a. Explain the **THREE (3)** management levels **(6 marks)**
- b. Differentiate between **Efficiency** and **Effectiveness** as use in the study of management **(4 marks)**
- c. Discuss **THREE (3)** management roles that managers practice. **(6 marks)**
- d. Who is a manager? And who is a leader? Define and Discuss **THREE (3)** difference between the two **(10 marks)**

- e. Define control as used in study of management and analyze **THREE (3)** importance of control **(8 marks)**

QUESTION TWO

- a. Highlight **SIX(6)** challenges of being a manager **(12 marks)**
- b. Discuss **THREE(3)** factors that influence ethical behaviors in an organization **(6 marks)**
- c. Define the term a, “**Global Organization**” **(2 marks)**

QUESTION THREE

- a. Planning is a key managerial function practiced by managers. Describe the **FIVE(5)** features of planning **(10 marks)**
- b. Organizations typically approach international markets cautiously. Discuss **FIVE (5)** ways in which organizations go into global markets **(10 marks)**

QUESTION FOUR

- a. Leadership is critical for organizational success. Define leadership and explaining **THREE(3)** characteristics of a leader **(8 marks)**
- b. Explain **SIX (6)** factors that are reshaping management **(12 marks)**

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