01. (a) Define “Organizational Objectives”.  (02 marks)

(b) State two(02) differences between a formal organization and an informal organization.  (02 marks)

(c) Explain how line functions and staff functions help in achieving the objectives of the organization.  (06 marks)

(Total 10 marks)

02. (a) Define the term “Business Ethics”.  (02 marks)

(b) State the difference between General Managers and Functional Managers.  (02 marks)

(c) Briefly explain the three(03) main managerial roles introduced by Henry Mintzberg.  (06 marks)

(Total 10 marks)
03. (a) What is a "System"? (02 marks)
(b) State two features of Contingency Approach (situational approach) to Management. (02 marks)
(c) Briefly explain three traits of an effective leader. (06 marks)
(Total 10 marks)

04. (a) List four methods of recruitment suitable for a private sector bank. (02 marks)
(b) Briefly explain three key elements of a Plan. (03 marks)
(c) Explain the process of motivation with a suitable example. (05 marks)
(Total 10 marks)

05. (a) Define the term “Coordination”. (02 marks)
(b) Briefly explain the process of communication. (03 marks)
(c) Discuss what a sender could do in order to overcome communication barriers. (05 marks)
(Total 10 marks)

06. (a) Define the term “Office”. (02 marks)
(b) State the difference between “Customer Value” and “Customer Satisfaction”. (03 marks)
(c) Describe the marketing mix. (05 marks)
(Total 10 marks)