

TEVETA

CERTIFICATE IN COMPUTER STUDIES

TOP 4 LEVEL EXAMINATIONS

SITTING DECEMBER 2017

SUBJECT FOUNDATIONS OF MANAGEMENT

TOTAL MARKS 100

PASS MARK 50

TIME 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Time allowed is (2) hours

2. Write your examination number and National Registration Card Number on the answer booklet provided

3. There are Seven (7) questions in this paper

4. Attempt any Five (5) questions in this paper

5. No Cell phones and programmable calculators in the examination room

DO NOT TURN THIS PAPER UNTIL YOU ARE TOLD TO DO SO

Question 1

You have been given a task to present on the types of production systems. Discuss the different types of production systems available to organizations. **[Total 20 marks]**

Question 2

Your neighbour wishes to set up a small business to sell various groceries to people in the neighbourhood. Explain to him the formation, advantages and disadvantages of being a sole trader. **[Total 20 marks]**

Question 3

Discuss the work of Fredrick Winslow Taylor which earned him the title "The Father of Scientific Management" **[Total 20 marks]**

Question 4

A manager plays a number of roles in the organization as proposed by Henry Mintzberg. Explain the roles that managers play in the organization **[Total 20 marks]**

Question 5

Give a description of office automation, including its advantages and disadvantages. **[Total 20 marks]**

Question 6

Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs, and then designing and implementing strategies to target their needs and desires using media channels and other touch-points that best allow to reach them.

Recommend any four (4) methods that are used to segment consumer markets. **[Total 20 marks]**

Question 7

Recommend any five (5) techniques of achieving effective coordination **[Total 20 marks]**