

## **DIPLOMA IN INSURANCE**

**Unit Name: Principles and Practice of Management**

**Unit Code: DIP 301**

### **SAMPLE QUESTION**

Zablon, a branch manager at Union Insurance Company has been facing a lot of challenges in his branch bordering on planning, controlling and leadership of his sales team. This has resulted into low production leading to failure to achieve the monthly targets and as a result of this, he has been served him with a warning letter by the company CEO.

- a) Explain how Zablon would ensure that the work plans developed by the sales teams are realistic and achievable?  
(6mks)
- b) Explain how Zablon would ensure that the control processes are effective. (6mks).
- c) Explain how Zablon could link performance incentives to his sales team to the company's targets. (6mks)
- d) Explain the benefits that would accrue to the company if Zablon decided to adopt a participatory leadership style for the sales team. (6mks)