



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 1203

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE: 18TH APRIL 2019

TIME: 1430-1630HRS

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **THREE** Questions.
2. Question 1 carries a total of 25 marks. All other questions carry a total of 15 marks.
3. Put your answers in the Examination booklet provided
4. Write neatly and legibly.

Question One

- a) Define management (1 mark)
- c) Discuss the roles that managers do as given out by Prof. Henry Mintzberg (6 marks)
- d) Fredrick Taylor looked at management as scientific.
 - i. Highlight the principles of the theory proposed by F. Taylor (8 marks)
 - ii. Briefly highlight the advantages and the disadvantages brought about by F Taylors theory of management (10 marks)

Question two

Discuss by use of examples the steps in the decision making process (15 marks)

Question three

- a) Give reasons why management is not viewed as an exact science but rather INEXACT science. (5 marks)
- b) Retention is the process of ensuring that the workers are highly motivated so that they work with he firm for a long time without wishing to leave for other places. Briefly explain FIVE factors that can contribute to employees being retained. (10 marks)

Question Four

- a) Koriander Group of Hotels is a multinational company that has recently launched its operations in Kisumu City. The company wants to immediately conduct research in order to devise the most suitable organisational structure for its operations. Discuss the various options available to the company indicating the advantages and disadvantages of each option. (13 marks)
- b) Show how delegation of authority in an organisation is influenced by the following factors:
 - i) Chain of command (1 mark)
 - ii) Unity of command (1 mark)
 - iii) Span of control (1 mark)

Question Five

It's the basic process by which we use to see our goals and determine the means to achieve them.

- i. Discuss the importance of planning in management. (5 marks)
- ii. Highlight the steps than an organization can follow in planning (5 marks)
- iii. Discuss the challenges managers face in planning and how those challenges can be resolved. (5 marks)

END