



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 140

COURSE TITLE: PRINCIPLES OF MANAGEMENT

DATE: 24.4.2019

TIME: 8.30AM - 10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

SECTION A: ANSWER QUESTION ONE (25MKS)

1. a. Define;
 - i.) Principles of management (3Mks)
 - ii.) Human Relations (3Mks)
 - iii.) Supply Management (2Mks)
 - iv.) Purchasing (2Mks)
- b. Describe the Key Differences between Personnel Management and Human Resource Management. (5Mks)
- c. Differentiate; Production Management and Operations Management (5Mks)
- d. Briefly explain the goals of purchasing and supply management in an organization. (5Mks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

2. An *objective* is a specific commitment to achieve a measurable result within a preset deadline. Discuss in – depth the main objectives of management. (15Mks)
3. Financial planning implies deciding what to spend, how to spend and how much to spend according to the funds that are available. Discuss the Importance of financial planning for organizations. (15Mks)
4. Discuss Accounting Conventions. (15Mks)
5. Management involves far more than just telling others what to do. Discuss the Roles and Functions of management. (15Mks)

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