



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 2115-1
COURSE TITLE: THE PRINCIPLES AND
PRACTICE OF TOURISM MANAGEMENT.**

DATE: 6/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer all questions in SECTION A and any other two in SECTION B

SECTION A: (20 MARKS)

QUESTION ONE

- a. In five **(5)** points, explain the significance of management in an organization. **(5 Marks)**
- b. Discuss the roles of managers as stipulated by Prof. Henry Mintzberg. **(5 Marks)**
- c. Discuss management as an integrative function **(5 Marks)**
- d. Expound on management functions and operative functions in an organization **(5 Marks)**

SECTION B: (30 MARKS) ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a. Critically examine the principles of scientific management approach. **(7Marks)**
- b. Planning is the most important task for tourism manager. Discuss the principles of planning. **(8 Marks)**

QUESTION THREE

- a. Discuss the essentials of sound communication system. **(7 Marks)**
- b. Critically evaluate how management is an art as well as a science. **(8 Marks)**

QUESTION FOUR

- a. Critically, analyse Douglas Mc Gregor theory of motivation **(7 Marks)**
- b. Give a critique on the principles of management given by Henry Fayol **(8 Marks)**

QUESTION FIVE

- a. With specific examples in tourism industry, discuss the importance of organization change **(7 Marks)**
- b. Critically discuss the stages involved in Decision-Making. **(8 Marks)**

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