



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER

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

COURSE CODE: BTM 2115-1

**COURSE TITLE: PRINCIPLES AND PRACTICES OF
MANAGEMENT**

DATE: 7 TH APRIL,2022 TIME: 1100-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A- COMPULSORY (20 MARKS)

- 1 a) Distinguish between the management functions and operative functions. **(4 Marks)**
- b) Planning is the most important task for tourism manager. Discuss the principles of planning. **(4 Marks)**
- c) Critically analyse the characteristics of management in tourism sector. **(6 Marks)**
- d) Expound on the roles of managers as stipulated by Prof. Henry Mintzberg. **(6 Marks)**

SECTION B- ANSWER ANY TWO QUESTIONS (30 MARKS)

- 2 Fredrick Taylor's is known as the father of scientific theory of management.
- i) Explain the objectives of his theory. **(5 Marks)**
- ii) Explain the principles of Fredrick Taylor's theory. **(10 Marks)**
- 3 'Decision making is the essence of planning'. In light of this statement, discuss:
- a) The importance of decision making. **(10 Marks)**
- b) The limitation of decision making. **(10 Marks)**
- 4 a) Discuss the effects of low morale to employees in an organization. **(10 Marks)**
- b) Critically explain the various functions of supervisory management of any organization. **(10 Marks)**
- 5 a) Expound on essentials of sound communication system in tourism sector. **(10 Marks)**
- b) With specific examples in the tourism industry, discuss the importance of organization change. **(10 Marks)**

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