



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 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: PRINCIPLE AND PRACTICE  
OF MANAGEMENT**

**DATE: 2<sup>ND</sup> DECEMBER, 2022**

**TIME:1430-1630**

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**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: (20 MARKS) ANSWER ALL THE QUESTIONS IN THIS SECTION.**

- 1 a) Expound on three (3) need for principles of management in an organization. (3 Marks)
- b) Discuss management as an integrative function. (5 Marks)
- c) Critically analyse the main functions of top management in an organization. (6 Marks)
- d) In modern business, the job of a manager has become very complex. Different types of skills are required to manage effectively a large organization in a dynamic environment. Critically explain three skills of a manager. (6 Marks)

**SECTION B: (30 MARKS) ANSWER ANY TWO QUESTIONS IN THIS SECTION.**

- 2 a) Explain the essentials of sound communication system. (5 Marks)
- b) Critically, evaluate how management is an art as well as a science. (10 Marks)
- 3 a) Discuss the effects of low morale to employees of an organization. (5 Marks)
- b) Critically, analyse Douglas Mc Gregor theory of motivation. (10 Marks)
- 4 a) Expound **five** ways in which effective leadership facilitates achievement of organization goals. (5Marks)
- b) Give a critique on the principles of management given by Henry Fayol. (10 Marks)
- 5 a) Explain **five** challenges that a manager of an international business may face when carrying out managerial functions. (5 Marks)
- b) Elucidate **five** ways in which the principles of scientific management is advocated by Fredrick W. Taylor are applied in modern organizations. (10 Marks)

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