



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

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

**COURSE CODE: BHM 1203**

**COURSE TITLE: PRINCIPLES OF MANAGEMENT**

**DATE: 30<sup>TH</sup> APRIL 2018**

**TIME: 1100 - 1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turn over.*

### **Question one**

- a) Discuss five main areas of management when Managers are differentiated by their areas of operation. **(10marks)**
- b) Critically discuss the main elements of management roles propounded by Henry A. Mintzberg. **(10 marks)**
- c) Discuss five arguments for corporate social responsibility. **(5 marks)**

### **Question two**

- a) An organization can be described as a group of people working toward common goals, briefly explain five characteristics found in groups. **(10 marks)**
- b) Quality is not a single characteristic but multi-dimensional. Highlight five dimensions of quality. **(5 marks)**

### **Question three**

- a) Describe five problems faced by managers in the international environment. **(10 marks)**
- b) Explain five internal constraints that managers are faced with in their daily routine. **(5 marks)**

### **Question four**

- a) Discuss five characteristics of management. **(10 marks)**
- b) Outline five measures by management in improving ethical behavior of employees. **(5 marks)**

### **Question five**

How can managers improve their personal time management so that they can focus on the pressing demands of the day and create space in which to plan strategically for the future? **(15 marks)**

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