



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BMG 2230: PRINCIPLES AND PRACTICE OF MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Explain the differences between Administration and Management. **(14 marks)**
- b) Identify **THREE** level of management highlighting atleast **TWO** functions on each level. **(6 marks)**
- c) Explain **FIVE** principles of management. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) How can the organization structure be useful as a management tool? **(10 marks)**
- b) Outline the advantages of planning in the context of a hospitality service organization. **(10 marks)**

QUESTION 3

As the Chief Executive Officer (C.E.O) in an established Five Star Hotel, explain the process you would undertake in developing an annual management plan for your hotel. **(20 marks)**

QUESTION 4

- a) Outline the main steps involved in the process of organizing. **(10 marks)**
- b) Distinguish between formal and informal organization. **(10 marks)**

QUESTION 5

- a) Describe the main functions of managerial leadership. **(10 marks)**
- b) Describe the **FIVE** basic tenets of co-operate governance. **(10 marks)**