



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DIPLOMA IN:
HOTEL AND INSTITUTIONAL MANAGEMENT (DHIMJ15)
BMG2130: PRINCIPLES AND PRACTICE OF MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

1

- a) Define the term leadership as a management function **(2mks)**
- b) Highlight the principles of visionary leadership **(8mks)**
- c) Explain the personality traits that a manager should possess to be successful **(10mks)**
- d) Explain the global trends/challenges that are making it hard to implement innovations **(10mks)**

SECTION B (Answer any TWO questions) 40 Mks

QUESTION 2

Discuss the scope of management under the following aspects **(20mks)**

1. Production systems
2. Marketing systems
3. Financial systems

QUESTION 3

Discuss the objectives and importance of management **(20mks)**

QUESTION 4

Discuss the stages of evolution of management thought **(20mks)**

QUESTION 5

Make short notes on planning as a management function

I a) Strategic planning **(4mks)**

b) Tactical planning **(4mks)**

c) Operational planning **(4mks)**

II Explain the process of planning in management **(8mks)**