



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE AND TOURISM MANAGEMENT
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY MANAGEMENT

BMG 4101: PRINCIPLES AND PRACTICE OF MANAGEMENT I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Write brief notes on the essential skills of an effective manager. **(10 marks)**
- b) Outline **TEN** roles of a Manager as advanced by Henry Mintberg. **(10 marks)**
- c) Distinguish between the following concepts:
- i) Efficiency and effectiveness
 - ii) Strategic plan and tactical plans
 - iii) Scientific and administrative approach to management.
 - iv) Management and Administration
 - v) Planning and Controlling **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Describe the main contribution of scientific management theory to the growth of management as a discipline and practice. **(10 marks)**
- b) What is the rationale for academic and practitioners interest in management theory? **(10 marks)**

QUESTION 3

- a) Discuss the rationale for planning with the context of a public sector organization in the tourism identity. **(10 marks)**
- b) Can over-emphasis on planning be counter productive? Discuss describing conditions for your view. **(10 marks)**

QUESTION 4

- a) Describe any **FIVE** sources of power in the context of a private sector tourism/hospitality organization. **(10 marks)**
- b) Outline the main traits and personal characteristics associated with effective leadership. **(10 marks)**

QUESTION 5

- a) Explain the trait model and leadership distinguishing it from the behavior model. **(10 marks)**
- b) Describe **THREE** situational characteristics of the contingent environment in which managers operate and provide leadership. **(6 marks)**
- c) Distinguish between transactional and transformational leadership. **(4 marks)**