



**TECHNICAL UNIVERSITY OF MOMBASA**

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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.**

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**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)**