



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM)
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT (BTHM)

BMG 4100: PRINCIPLES AND PRACTICE OF MANAGEMENT
SPECIAL/ SUPPLEMENTARY EXAMINATION

SERIES:SEPTEMBER 2017

TIME:2HOURS

DATE:Pick Date Sep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. AttemptChoose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Distinguish between management and administration (10 marks)
- b) Explain attributes of ideal organization objectives (10 marks)
- c) Describe FIVE (5) forms or patterns small and medium sized enterprises can adopt in their organization structure (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain how the advent of social media has affected management of hospitality and tourism enterprises in the country (10 Marks)
- b) Describe FIVE (5) possible VALUES you would prescribe for a medium sized tourism enterprise seeking to improve its corporate citizenship profile (10 Marks).

QUESTION THREE

- a) Explain characteristics that public and private entities in the tourism industry have in common as corporates (20 Marks)

QUESTION FOUR

- a) Explain any FIVE (5) tenets espoused by F.W. Taylor's scientific Management school of thought (10 marks)
- b) Explain the efficacy of "committee organization" in the context of multi-agency management typical in the tourism industry (10 Marks)

QUESTION FIVE

- a) Highlight possible challenges that top managers of state corporations in the tourism and hospitality industry are likely to encounter in performing their control function (20 Marks)