



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

(BSTM S 16) / (BTHM S16)

BMG 4100: PRINCIPLES AND PRACTICE OF MANAGEMENT

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2016**

**TIME:2HOURS**

**DATE:**Pick Date **DECEMBER 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**

**QUESTION ONE**

a). Explain the following concepts (10 marks)

- i. Corporate mission statement
- ii. Corporate vision
- iii. Corporate values
- iv. Corporate plan
- v. Corporate goals

b). Briefly explain attributes of ideal organization objectives (10 marks)

c) Explain the limitations of planning as a management function (10 marks)

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

## **QUESTION TWO**

- a) Explain any FIVE(5) principles of management (10 Marks)
- b) Explain FIVE (5) pillars of corporate governance (10 Marks)

## **QUESTION THREE**

- a). You have been detailed to head-hunt for a candidate to replace a successful long serving C.E.O of a group of hotels operating in E. Africa. Describe a criterion you would use to identify a suitable candidate to provide corporate leadership to the hotel group (20 marks)

## **QUESTION FOUR**

- a). Describe benefits of effective leadership in the context of a public sector organization in the tourism industry (10 marks)
- b). Explain the sources of power exercised by corporate leaders in hospitality and Tourism (10 marks)

## **QUESTION FIVE**

- a) Describe the human attributes that are likely to impact on the quality of decision making by corporate leaders (12 Marks)
- b) Describe the generic steps that you would pursue in the process of formal decision marking (8 marks)