



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S14P)

BLS 4340: PROJECT DEVELOPMENT AND MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: 2016

TIME: 2 HOURS

DATE: Pick Date

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 question ONE (Compulsory) and any other TWO questions.

This paper consists of TWO printed pages

Do not write on the question paper

Mobile Gadgets are NOT ALLOWED inside the examination room

Section A (Answer ALL the Questions)

30 Points

Question One

- a) During project implementation, the most crucial management role is control. Describe the **steps** to be followed in controlling non-human resources in a hospitality /tourism project of your choice. (8 marks)
- b) Coast Tourism Events Inc. has won a tender to organize the annual tourism conference at Mombasa. Outline the major **stakeholders** that you would involve in this event as the project manager. (12 marks)
- c) Describe the main **causes** of project failure during the implementation stage (10 marks)

Section B (Answer Any TWO Questions)

Question Two

- a) Project Development involves appraising to ascertain suitability of projects to an organization in order to get funding. Describe the various techniques used to carry out this exercise. (10 marks)
- b) Project monitoring and evaluation are important during project implementation. Outline five differences between these two functions. (10 marks)

Question Three

- a) Quality of project deliverables determines the success of a project. Describe the elements that a project manager focuses on to deliver required quality. (10 marks)
- b) Infrastructural developments in developing countries have a higher tendency to fail at the implementation phase. Describe the reasons why projects fail at this stage. (10 marks)

Question Four

- a) Describe the importance of project monitoring and evaluation. (10 marks)
- b) Describe some advantages and disadvantages of mass production in hospitality /catering project of your choice. (10 marks)

Question Five

- a) Project teams can determine the success of a project. Describe the stages of Team Development. (10 Marks)
- b) Discuss the causes of team failure. (10 marks)