



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)

BLS 4340 PROJECT DEVELOPMENT AND 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. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 Marks

QUESTION ONE

a) Define the following terms

- i. Project Scope
- ii. Project Risk Management
- iii. Quality
- iv. Project Schedule

(8 marks)

b) Using relevant examples describe the major stakeholders in a rural ecotourism project of your choice.

(12 marks)

- c) Outline the major factors to consider before constructing a recreational facility in a tourism destination. (10 marks)

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION TWO

- a) Describe the criteria used to prioritize projects during projects election (20 marks)

QUESTION THREE

- a) Technical University of Mombasa tourism / hospitality department runs an outside catering service to Mombasa town market. Describe the challenges it would face in delivering quality service. (10 marks)
- b) Discuss various ways of mitigating these challenges. (10 marks)

QUESTION FOUR

- a) Describe the importance of project evaluation. (8 marks)
- b) Outline the advantages and disadvantages of a functional organization structure (12 marks)

QUESTION FIVE

- a) Outline the major items included in a project charter (10 Marks)
- b) Differentiate between secondary and primary stakeholders (10 marks)