



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR:

DIPLOM IN CATERING AND ACCOMODATION MANAGEMENT/DIPLOMA
IN TOURISM MANAGEMENT/DIPLOMA IN HOTEL AND INSTITUTIONAL
MANAGEMENT

BMG 2102 /PRINCIPLES AND PRACTICE OF MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE:Pick DateAug2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- (a) Examine any six external environmental factors that managers must put into consideration as they carry out their day to day operations (18marks).
- (b) Explain the term Management from the following contexts
- i. Social
 - ii. Economist
 - iii. Sociology
 - iv. Specialist in Administration
- (12 Marks)

Question TWO

- (a) Describe any two different approaches (schools of thought) to management (10 marks)
- (b) Explain any Five types of managerial power(10 marks)

Question THREE

- (a) Explain the term "SWOT" analysis and discuss any three issues that a Manager should consider in each element of the SWOT analysis (12 marks)
- (b) Distinguish between the terms theory "Y" and theory "X" according to McGregor(8 marks)

Question FOUR

- (a) Establish any five causes of conflict in organizations (10 marks)
- (b) Briefly explain Five internal organizational constraints that Managers should consider as they plan for the future of the organization (10 marks)

Question FIVE

With the aid of a well labeled diagram, discuss the Maslow's hierarchy of needs clearly stating the needs to be satisfied at each level (20 marks)