



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

(DHIM J13)

BMG 2102: PRINCIPLES AND PRACTICE OF MANAGEMENT I

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Three printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

“Managers in the hospitality industry must make simple as well as complex decisions on a day to day basis, this requires a formal process if they are to make sound decisions” anonymous.

- a) Describe a generic procedure for making sound decisions. **(10 marks)**
- b) Explain the steps that could be followed in building a decision support system good enough to assist in making decisions on routine matters. **(10 marks)**
- c) Explain the human factors that are likely to impact on the quality and types of decisions made by managers. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Explain the concept of delegation in the context of a hospitality firm operating at a nation-wide scale. **(2 marks)**
- b) Outline the principles underpinning effective delegation of authority and responsibilities in the Co-operate setting. **(10 marks)**
- c) Why is it important for managers in both a centralized and decentralized organization system to delegate responsibilities and authority? **(8 marks)**

QUESTION 3

- a) Explain management control in the context of a hospitality firm. **(2 marks)**
- b) What is the nature of management control within the service industry? **(8 marks)**
- c) Explain the generic steps involved in setting up and implementing an effective or organizational control mechanism. **(10 marks)**

QUESTION 4

- a) Outline any **FIVE** types of plans that can elaborated by a tourism firm. **(10 marks)**
- b) Explain the rationale for planning in the context of operations of a large hotel chain. **(10 marks)**

QUESTION 5

- a) Outline any **FIVE** key areas that a hospitality management objectives may focus on. **(10 marks)**

- b) Explain the factors that you would consider requisite for successful management by objective program in a hotel setting. **(10 marks)**