



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM S13)

BMG 2102: PRINCIPLES AND PRACTICE OF MANAGEMENT

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 Two printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Define the following terms:
- i) Management** (2 marks)
 - ii) Scalar chain** (2 marks)
 - iii) Espirit decorp** (2 marks)
- b) Explain the functions of top management in a hotel. (10 marks)
- c) Explain the supervisory management and its functions. (10 marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Define coordination and discuss its essential characteristics. (20 marks)

QUESTION 3

Discuss planning as management function. (20 marks)

QUESTION 4

Discuss the benefits of strategic planning in an organisation. Citing relevant examples from the hospitality sector. (20 marks)

QUESTION 5

Explain the benefits of policies to an organisation. (20 marks)