



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN TOURISM MANAGEMENT (CLASS DTM S23)

UNIT CODE: BMG 2101 UNIT NAME: PRINCIPLES AND PRACTICE OF
MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: APRIL 2024

TIME: 2 HOURS

DATE: ~~Pick Date~~ April 2024

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 POINTS

QUESTION ONE

- (a) Discuss seven resources that an effective manager should use to achieve organizational objectives (14mks)
- (b) Outline three ways in which strategic decisions differ from operational decisions (6mks)
- (c) Explain five micro environmental variables that a Manager must seriously put into consideration during day to day Managerial activities in an organization (10mks).

SECTION B (Answer only TWO questions)

QUESTION TWO

- (a) Explain Five reasons that may make it necessary for organizations to establish quality control systems in their operations (10 mks)

(b) Explain Five reasons for establishing an employee reward criteria system in an organization (10mks)

QUESTION THREE

(a) Explain Five factors that an organization may consider before establishing corporate social responsibilities.

(10mks)

(b) Discuss Five negative effects of not applying bureaucratic principles in running an organization (10mks)

QUESTION FOUR

(a) Coordination of activities among various departments in an organization is a key function of a Manager.
Explain Five ways in which this function may be carried out (10mks)

(b) Discuss Five skills needed by Managers to carry out Managerial activities of an organization (10mks)

QUESTION FIVE

(a) Describe Five negative effects that are likely to arise in an organization due to making poor decisions by Managers (10mks)

(b) Explain Five uncontrollable environmental factors that should be a major factor for managers to consider in their managerial planning (10mks)