



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 HOSPITALITY MANAGEMENT (BTHM S24)
& BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S24)
BMG 4101: PRINCIPLES AND PRACTICES OF MANAGEMENT
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date APR 2025

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 all of section A and any two questions in Section

BChoose instruction

Do not write on the question paper

SECTION A (Answer ALL questions)

[30 MARKS]

Question ONE

- a) Expound on the following terms: [15 marks]
- i. Management
 - ii. Internal Control
 - iii. MBWA
 - iv. Corporate Social Responsibility
 - v. Manpower Planning
- b) State any **ten** of Fayol's management principles. [10 marks]
- c) Describe the role of 'middle management' in an organisation. [5 marks]

SECTION B (Answer ANY TWO questions)

[40 marks]

Question TWO

- a) Define and categorise managerial roles as outlined by Henry Mintzberg. [15 marks]
- b) 'Management can be viewed as both an art and a science'. Discuss. [5 marks]

Question THREE

- a) Elucidate on any **two** contemporary management theories. [12 marks]
- b) Discuss any **four** current challenging issues regarding ethics and professionalism in Human Resource Management in the Kenyan context of Hospitality & Tourism. [8 marks]

Question FOUR

- a) Define and outline the process of 'decision making'. [10 marks]
- b) Illustrate the following as regards setting of organisational goals:
 - i. **Five** barriers to goal setting [5 marks]
 - ii. How to overcome these barriers. [5 marks]

Question FIVE

- a) Describe any **six** factors that influence an organisation's compensation package policies. [12 marks]
- b) Elaborate on the skills sets that good managers need to distinguish themselves from others. [8 marks]