



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

### **BMG 4101 : PRINCIPLES AND PRACTICE OF MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Answer all questions in Section **A** and any other **TWO** questions in Section B.

***This paper consists of Two printed pages***

---

#### SECTION A (Compulsory)

##### QUESTION 1

- a) Write brief notes on the essential skills of an effective manager. **(10 marks)**
- b) Outline the roles of a manager as espoused by Henry Mintzberg. **(10 marks)**
- c) Distinguish between the following concepts. **(10 marks)**
  - i) Planning and controlling
  - ii) Management and Administration
  - iii) Behavioral and scientific theory of management
  - iv) Efficiency and effectiveness
  - v) Strategy and tactics

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Outline the principles of administration management approach. **(10 marks)**
- b) Discuss the main contributions of the scientific theory of management. **(10 marks)**

**QUESTION 3**

- a) Explain the purpose of planning in the context of a tourist destination area management.  
**(10marks)**
- b) 'In spite of the well documented importance of planning; planning has been criticized as an effort that can be counter-productive. Discuss some of the shortfalls of planning in the context of tourism organization management. **(10 marks)**

**QUESTION 4**

- a) Outline the characteristics of human information processing that are likely to influence judgment in decision making. **(10 marks)**
- b) Explain the following concepts as applied in management function of decision making.
- i) Uncertainty
  - ii) Risk
  - iii) Ambiguity
  - iv) Asymmetric Information
  - v) Incomplete information
  - vi) Opportunity.

**QUESTION 5**

- a) Highlight the importance of co-operative governance in tourism Industry management. **(10 marks)**
- b) Discuss the cardinal principles of good co-operative governance. **(10marks)**