



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

OPEN DISTANCE AND e-LEARNING

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF SCIENCE IN
HOSPITALITY AND TOURISM MANAGEMENT**

HTM 104: PRINCIPLES OF MANAGEMENT

DATE: Wednesday 10th July 2013

TIME: 11.00a.m -1.00p.m

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A (30%) AND ANY TWO IN SECTION B (40%)

SECTION A (30%) ANSWER ALL QUESTIONS

1. a) Highlight FIVE professional responsibilities of management. [5marks]
b) State the importance of planning in managing tourism industry. [5marks]
 2. a) What is the contribution of management towards a country's economy? [5marks]
b) Give an outline of challenges of modern management. [5marks]
 3. a) List three advantages and three disadvantages of planning in management. [5marks]
b) Evaluate the challenges of communication in modern management. [5marks]
-

SECTION B (40%) ANSWER ANY TWO QUESTIONS

4. Discuss the contribution of SWOT Analysis in managing tourism organizations.
[20marks]
5. As a Tourism Manager in Serena TPS, bring out the various levels of management practiced in Serena. Illustrate your answer in a complete diagram. [20marks]
6. Describe comprehensively the role of PEST Analysis as an external environmental scanner for Tourism Industry in Kenya. [20marks]
7. Critically do an Evaluation of corporate social Responsibility of Tourism Management to the modern world. [20marks]