



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

(LEISURE AND RECREATION MANAGEMENT)

HLR 506: PARK AND RECREATION ADMINISTRATION

DATE: Monday 28th March, 2011

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS

Answer question ONE and any other TWO.

1. (a) Elaborate on the human resource, marketing and financial accounting responsibilities of a park manager. [20 marks]
 (b) “The development and provision of facilities in a Game Park is inherently beneficial”. Discuss. [10 marks]
2. Explain the wide range of precedent factors and incentives that are crucial to wildlife conservation in a park. [20 marks]
3. “As a manager of a park, you need to convey information using diverse channels so as to attract and take care of tourists in the park”. Elaborate on the nature of information and channels of communication that are pertinent to this undertaking. [20 marks]
4. (a) Explain the various requirements and procedures for handling emergencies in a park. [13 marks]
 (b) Elaborate on reasons that would lead to persons getting lost in an extensive game park and the procedures you would use to conduct searches for such persons. [7 marks]
5. As a Park Manager, expound on the methods you would use to prevent and manage wildfires in your park. [20 marks]

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