



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2104

COURSE TITLE: EXTERNAL ENVIRONMENT

DATE: 3/12/2019

TIME: 8:30AM - 10:30AM

INSTRUCTIONS TO CANDIDATES

Answer all question in **SECTION A** and any other two in **SECTION B**

SECTION A 30 MARKS

- 1a) Explain different characteristics of the business environment. **(5marks)**

- 1b) Explain the needs and importance of business environment. **(5marks)**

- 1c) Elucidate the main reasons why markets change rapidly. **(5marks)**

- 1d). Citing relevant example, discuss factors that may threaten the survival of tourism organizations. **(5marks)**

- 1e). The success of tourism organizations depends on how well they identify and respond to technological changes. With this in mind discuss how an organization can benefit from technology. **(5marks)**

- 1f). Explain some of immediate and firsthand forces that may impact on your tourism firm. **(5marks)**

SECTION B 40 MARKS

- Q2. Discuss how Porter’s 5 competitive forces analysis results are an input to SWOT analysis **(20marks)**

- Q3. Discuss management strategies that can be used to change competitive environment that may affect an organization ability and capability. **(20marks)**

- Q4. Discuss some possible impacts of the macro environment forces on decision making in a tourism business. **(20marks)**

- Q5. As a chairman of Apolo tours, take the management team through some of the economic factors that may affect the tour firm operations. **(20marks)**

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