



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM
AND HOSIPITALITY.
BACHELOR OF HOSIPITALITY AND TOURISM**

**COURSE CODE: HHM 1104-1
COURSE TITLE: PRINCIPLES OF MANAGEMENT**

DATE :31/1/2024

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answers question one and any other two.

QUESTION ONE

- (a) Define principles of management and establish its evolution.
(4marks)
- b) Hospitality management is a wake up for tourism in the Kenyan tourism industry. Elucidate the benefits of hospitality management in innovation and creativity as a game changer in business.
(6marks)
- c) State and explain the importance and benefits of hospitality management in an organization.
(6marks)
- d) Ethics and corporate responsibility in hospitality is necessary to the company and society. Discuss.
(4marks)

QUESTION TWO

Define hospitality and outline its different types in the hospitality industry.
(15marks)

QUESTION THREE

- (i) Differentiate between hospitality and tourism.
(5marks)
- (ii) State and explain the functions of a manager in the hospitality industry.
(15marks)

QUESTION FOUR

- (i) What is global hospitality management?
(5marks)
- (ii)** State and explain the different steps in the planning of the hospitality sector.
(10marks)

QUESTION FIVE

Working in the hospitality sector, which includes hotels, restaurants, bars, nightclubs and pubs, presents unique challenges when dealing with confrontational situations. In view of the above statement, state and explain some of the key conflicts that staff in the hospitality sector may face.
(15marks)

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