



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2104

COURSE TITLE: EXTERNAL ENVIRONMENT

DATE: 13TH DECEMBER, 2018

TIME: 0830 - 1030 HRS

INSTRUCTIONS TO CANDIDATES

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

SECTION A - (25 MARKS)

- 1a) Explain the different characteristics of business environment. **(5marks)**
- 1b) Explain the needs and importance of business environment. **(5marks)**
- 1c) Elucidate the main reasons why markets change rapidly. **(5marks)**
- 1d).identify and explain direct interactive forces that may affect the day to day business operations. **(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)**

SECTION B - (45 MARKS)

- Q2. As a director of a hotel in Narok, formulate some of the strategies that you can employ to deter new competitors from joining the market. **(15marks)**
- Q3. Discuss management strategies that can be used to change competitive environment that may affect an organization's ability and capability. **(15marks)**
- Q4. Discuss some possible impacts of macro environmental forces on decision making in a tourism business. **(15marks)**
- Q5. Assuming that you are a project manager of real or hypothetical tour firm, develop a set of simple steps to enable your team members to develop and implement a strategic plan for the firm. **(15marks)**

//END