



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: BTM2105
COURSE TITLE: PRINCIPLES AND PRACTICE
OF MANAGEMENT**

DATE: 7TH DECEMBER 2018

TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over.

SECTION A-25 MARKS

- 1 a) Highlight **five (5)** major approaches of management thought. **(5Marks)**
- b) Outline **five (5)** qualities of a manager of any given institution. **(5Marks)**
- c) Explain **five (5)** importance of management to an organization. **(5Marks)**
- d) Distinguish between an entrepreneur and a manager. **(4 Marks)**
- e) Explain the various levels of management in an organization. **(6Marks)**

SECTION B: (45 MARKS)

- 2 'Decision making is the essence of planning'. In light of this statement, discuss:
 - a) The importance of decision making. **(8 Marks)**
 - b) The limitation of decision making. **(7Marks)**
- 3 a) Discuss the effects of low morale to employees of an organization. **(8 Marks)**
- b) Highlight seven (7) functions of supervisory management of any organization. **(7 Marks)**
- 4 a) 'Motivation is the core of management,' explain. **(8 Marks)**
- b) Discuss Fayol's contribution to management thought **(7 Marks)**
- 5 a) Explain the common barriers to communication in an organization. **(7 Marks)**
- b) Discuss the managerial functions of an organization. **(8 Marks)**

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