



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 2105
COURSE TITLE: PRINCIPLES AND PRACTICES
OF MANAGEMENT**

DATE: 2ND DECEMBER 2019

TIME: 2.30- 4.30 PM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 3 printed pages. Please turn over.

SECTION A: (30 MARKS)

- 1 a) Give reasons why management is not viewed as an exact science but rather INEXACT science **(7marks)**
- b) Discuss the roles of managers as stipulated by Prof. Henry Mintzberg. **(7marks)**
- c) Planning is the most important task for tourism manager. Discuss the principles of planning. **7 Marks)**
- d) Distinguish between an entrepreneur and a manager. **(4 Marks)**
- e) Distinguish between Management functions and Operative functions **(5 marks)**

SECTION B: (40 MARKS)

- 2 Fredrick Taylor's known as the father of scientific theory of management.
- i) Explain the objectives of his theory. **(4marks)**
- ii) Explain the principles of Fredrick Taylor's theory. **(16marks)**
- 3 a) 'Decision making is the essence of planning' in light of this statement, Discuss:
- a) The importance of decision making. **(10 marks)**
- b) The limitation of decision making. **(10 marks)**
- 4 a) Discuss the effects of low morale to employees of an organization. **(10 marks)**
- b) Critically explain the various functions of supervisory management of any organization. **(10 marks)**
- 5 a) 'Motivation is the core of management,' explain. **(10 Marks)**
- b) Explain the common barriers to communication in an organization. **(10 Marks)**

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