



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCES,  
ENVIRONMENTAL STUDIES AND  
AGRICULTURE  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 140**

**COURSE TITLE: PRINCIPLES OF MANAGEMENT.**

**DATE: 21/5/2024**

**TIME: 1100-1300HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

**SECTION A (25MARKS) COMPULSORY QUESTION.**

**QUESTION ONE**

- a. **Define** the concept of **management** and examine **Five Functions** of management. **(12Marks)**
- b. **Explain** the concept of **planning** and **elaborate five advantages** of planning to business organizations that embraces it. **(12Marks)**
- c. What do you understand by the term **delegation**? **(1Mark)**

**SECTION B**

**QUESTION TWO**

- a. The process of decision making is critically to realizing implementation of set goals of an organization. Sufficiently, describe the essential steps in the process of decision making. **(7Marks)**
- b. As a manager of Seasons Hotel-Elementaita, discuss **five** techniques that you'll apply to realize effective communication in the organization. **(5Marks)**
- c. Explain the current emerging trends and issues impacting management of organizations in Kenya. **(3Marks)**

**QUESTION THREE**

- a. "Effective managers view their subordinates as human assets and strive to create a work environment in which subordinates will put their best effort to reach the firm's goals". Discuss the above statement, emphasizing on the **five skills** a manager ought to possess. **(10Marks)**
- b. A leadership style reflects the behavioral pattern of the leader. **Discuss five leadership styles** that a leader can adopt in an organization. **(5Marks)**

**QUESTION FOUR**

- a. As a **Senior Warden of Hellsgate National Park**, propose and briefly **explain any Five methods** you will use to **motivate** your employees. **(10Marks)**
- b. Controlling is an important element of the management process. **Explain the purpose of control** in business organizations. **(5Marks)**

**QUESTION FIVE**

- a. What do you understand by the term **recruitment**? With relevant examples, discuss the **two major sources** of recruitment of employees in an organization. **(5Marks)**
- b. Various theories have been developed to explain the concept of management. Giving practical examples, critically examine **two theories** that explain **management** and its applicability in a dynamic work environment. **(10Marks)**

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