



# MURANG'A UNIVERSITY OF TECHNOLOGY

## SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DOCTOR OF  
PHILOSOPHY IN HOSPITALITY AND TOURISM MANAGEMENT**

HTH 704: PROJECT PROPOSAL WRITING

DURATION: 3 HOURS

DATE: 2<sup>ND</sup> MAY 2018

TIME: 9.00 A.M – 12.00 NOON

### **Instructions to Candidates:**

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **ANSWER ANY FOUR QUESTIONS (100 Marks)**

### **QUESTION ONE**

- a) Define the following terms:
- i. Proposal
  - ii. Research
  - iii. Grant
  - iv. Plan
  - v. Gantt chart (10 marks)
- b) Briefly describe five qualities of a good proposal (15 marks)

### **QUESTION TWO**

- a) Describe the various stages of proposal development (20 marks)
- b) State five ways of building effective relationship with project donors (5 marks)

### **QUESTION THREE**

- a) Define a project log frame (2 marks)
- b) Why is monitoring and evaluation an important element in project management (2 marks)
- c) Discuss the seven principles for effective communication (21 marks)

### **QUESTION FOUR**

- a) Differentiate between revising and editing in proposal development (4 marks)
- b) Discuss the three types of editing of proposals (15 marks)
- c) Explain three reasons why editing is important in proposal writing (3 marks)

### **QUESTION FIVE**

- a) Name five categories of donor funding development projects in Kenya (5 marks)
- b) Discuss any five elements critical for donor funding in project proposals (20 marks)