

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF HOTEL & HOSPITALITY MANAGEMENT**

**COURSE CODE: BTM 213**

**COURSE TITLE: PRINCIPLES OF MANAGEMENT**

**DATE: 13TH JULY 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory Answer any other **THREE** questions

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

**QUESTION ONE (COMPULSORY)(25 MARKS)**

1. Define in details the term principles of management **(2 Marks)**
2. Discuss the evolution and history of management **(5 Marks)**
3. Explain five functions of management **(5 Marks)**
4. With the aid of a diagram discuss the THREE levels of management    **(6 Marks)**
5. Explain the advantages of a democratic leader as opposed to an autocratic leader **(7Marks)**

**QUESTION TWO:**

1. Leaders are **BORN** not **MADE.** Giving relevant examples explain this statement **(7 marks)**
2. Discuss the types of leaders as known in management **(4 Marks)**
3. Explain **EIGHT** characteristics of a good, professional leader **(4 Marks)**

**QUESTION THREE:**

For any organization to flourish the Administration has to put in place principles and objectives commonly reffered to as MBO’s (management by objectives) however this is mostly not the case. Discuss **(15 Marks)**

**QUESTION FOUR:**

1. Outline the process of recruiting and selection **(3 marks)**
2. Explain the difference between modern authors of management and scientific guru’s of management **(5 Marks)**
3. Explain Henri Fayol’s **FOURTEEN** principles of management **(7 Marks)**

**QUESTION FIVE:**

1. Training and development are key aspects in every organization. Discuss. **(5 Marks)**
2. Explain the process organizations can put in place to retain their customers **(5 Marks)**
3. Discuss the strategies management can put in place to handle complaints from their clients **(5 Marks)**

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