

MAASAI MARA UNIVERSITY

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

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 212**

**COURSE TITLE: EXTERNAL ENVIRONMENT**

**DATE: 11TH JULY 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

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

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

1. Define the term external environment **(2 marks)**
2. Using examples discuss the meaning of an organizations ‘domain’    **(5 Marks)**
3. Explain the **‘PESTLE’** model as related to your area of study **(6 Marks)**
4. Discuss the role of competitors in any organization **(6 Marks)**
5. Explain the performance evaluation process **(6 marks)**

**QUESTION TWO:**

Discuss **PORTER’S FIVE FORCES MODEL** of industry competition using a well illustrated diagram **(15 Marks)**

**QUESTION THREE:**

1. Discuss the difference between task environment and broad environment **(7Marks)**
2. Monopoly and cartels is a bottle neck that has chocked up upcoming organizations. Discuss. **(8 marks)**

**QUESTION FOUR:**

1. Task environment includes external stakeholders such as customers, suppliers, competitors, government agencies, activist groups, local communities, unions, financial intermediaries. Discuss their roles **(7 Marks)**
2. Discuss the **SWOT** analysis  **(8 Marks)**

**QUESTION FIVE:**

1. Explain the uncertainties faced by an organization in its day to day running. **(7marks)**
2. Explain the merits and demerits of knowing ones external environment    **(8 marks)**

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