



MACHAK
MACHAKOS UNIVERSITY
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
END SEMESTER EXAMINATION ACADEMIC YEARB 2018/2019
SEMESTER ii

Unit Code:SHT405

Unit Title: Strategic Management in Hospitality and Tourism

INSTRUCTIONS: Answer question **ONE** and **ANY** other **TWO** questions

PART A (30marks)

QUESTION ONE

- a) Using an illustration describe strategic process (2mks)
- b) Differentiate between a Vision and objective statement (1mk)
- c) Describe external analysis in Strategic Management (2mks)
- d) List the components of internal analysis in strategic management (5mks)
- e) Highlight the principles of competitive success in Tourism, Hospitality and Event sectors (6)
- f) Explain Mintzberg's Five Ps framework of strategy (10mks)
- g) Describe the sources of competitive advantage in strategic management (4mks)

PART B (40marks)

QUESTION TWO

- a) In presenting the SWOT table a number of rules should be followed. Describe these rules. (12mks)
- b) Kay (1995) presents a slightly different explanation, arguing that competitive advantage is based upon what he terms *distinctive capability*. According to Kay, distinctive capability can develop from four sources. Discuss. (4mks)
- c) Ginter and Duncan (1990) macro-environmental analysis involves for aspects. Explain these aspects. (4mks)

QUESTION THREE

- a) Discuss the main issues addressed by corporate objectives (12mks)
- b) There are two broad schools of thought on how businesses develop objectives. Discuss (8mks)

QUESTION FOUR

- a) Yip argues that 'to achieve the benefits of globalization, the managers of a worldwide business need to recognise when industry conditions provide the opportunity to use global strategy levers'. Yip identifies four drivers, which determine the nature and extent of globalization in an industry. Discuss these drivers: (12mks)
- b) Discuss FIVE challenges presented to Tourism Hospitality and Event managers in the use of resources (8)