



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN
HOSPITALITY AND TOURISM MANAGEMENT

HTM 406: STRATEGIC MANAGEMENT IN HOSPITALITY

Date: 1/12/2015

Time: 2:00 – 4:00 PM

1.
 - (a) Briefly outline four stages in the strategic management process. (8 marks)
 - (b) Discuss four qualities of good long term objectives. (8 marks)
 - (c) Explain two types of change that may occur in an organization. (4 marks)
 - (d) State and explain any five grand strategies that an organization may adopt. (10 marks)
2.
 - (a) Discuss three types of environments which may affect a firm. (12 marks)
 - (b) Explain Michael Porters generic competitive advantage strategies. (8 marks)
3. State and explain the component of a firms mission statement. (20 marks)
4.
 - (a) With reference to strategy implementation, distinguish between programmes, Budgets and produces. (12 marks)
 - (b) Explain the importance of organizing in strategy implementation. (8 marks)
5. Discuss the process of performance evaluation. (20 marks)