

DTHM 0252

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU CAMPUSES

**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM
AND HOTEL MANAGEMENT**

DTHM 0252: TOURISM INTERNAL AND EXTERNAL ENVIRONMENT

STREAMS: DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- **Answer ALL the Questions in Section A and ANY TWO in Section B**
- **Do not write anything on the question paper**

SECTION A: [30 MARKS]

1. Define the following terminologies
(a) Strategy [1 Mark]
(b) Business environment [1 Marks]
2. Briefly discuss FIVE aims of a business environment analysis. [5 Marks]
3. State FOUR characteristics of organizational objectives. [4 Marks]
4. Briefly explain FIVE basic strategies that managers use to cope with political/legal challenges in the tourism industry. [5 Marks]
5. Briefly discuss the THREE levels of management in a tourist organization. [6 Marks]
6. Highlight the importance of a company mission. [5 Marks]
7. Briefly discuss THREE major grand strategies of an organization. [3 Marks]

SECTION B: [40 MARKS]

8. The state of competition in an industry depend on five basic forces. Discuss this statement with reference to porters model. [20 Marks]

DTHM 0252

9. Discuss how tourism organization directly deal with the following external actors in decision making. [20 Marks]

- (i) Regulators
- (ii) Labour unions
- (iii) Suppliers
- (iv) Customers
- (v) Competitors

10. (a) With an aid of a diagram, discuss the product life cycle model. [10 Marks]

(b) Discuss the general elements in the external environment that can potentially influence strategic decisions in a tourism organization. [10 Marks]

.....