

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
ECOTORISM**

TOHM 441: RECREATION MANAGEMENT

STREAMS: TOHM

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS

- **This paper comprises of section A and B.**
- **Answer all questions on Section A and any Two questions in Section B.**

SECTION A COMPULSORY

Answer all questions (30 Marks)

- Q 1. (a) Identify the major contents of a First Aid Kit. (6 marks)
- (b) Briefly describe the DRABC Procedure in First Aid. (5 marks)
- (c) What are Characteristics of Recreation? (6 marks)
- (d) Define the following terms:-
- Leisure
 - Health
 - First Aid
 - Recreation
 - Ornithology (5 marks)
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- (e) Differentiate between active and passive recreation citing examples. (5 marks)
- (f) Highlight on any three recreational facilities found within Chuka University (3 marks)

Section B (40 marks)

- Q2. (a) As the Tourist Officer in-charge of Leisure and Recreation in Meru County you have been invited to give a talk on the benefits of leisure, recreation and health at a local “baraza”. Highlight points and explain 5 major points you will prepare to address the gathering. (10 marks)
- (b) Evaluate the challenges facing sports management in Kenya. (10 marks)
- Q3. (a) Explain the factors that determine the participation of Kenyans in domestic recreation and tourism programs. (10 marks)
- (b) Mention and highlight ways in which leisure and recreation activities in Meru County can be improved to encourage the resident to participate more in leisure and recreation. (10 marks)
- Q4. Discuss the significance of leisure and recreation programs in to the hospitality industry in Kenya. (12 marks)
- (b) Identity and describe the recreation and leisure facilities found in Meru county and its environs. (8 marks)
- Q5. (a) You have been hired as the General Manager of Manzi Hotel situated at the coast. The hotel has been experiencing low business even during the peak seasons. Discuss 5 Leisure operations and management strategies that can be adopted to increase business to the hotel that has been only offering Food, Beverage and Accommodation. (10 marks)
- (b) As the entrepreneur of Chaka Ranch what factors do you think determine and shape up the business of providing leisure and recreation services in Kenya? (10 marks)
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