

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF TOURISM AND HOSPITALITY MANAGEMENT

BTOM 361: TOURISM AND HOTEL BUSINESS PROJECT DEVELOPMENT

STREAMS: BTOM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY)

After graduating from Chuka University you find yourself at a business launch with the managing director of the company employing you. You are aware that he started as a tea boy 30 years ago and rose through the ranks of the company to his present position as a project manager without any formal education. He believe that all a persona needs to succeed in hospitality business are ability and experience

- What arguments would you use to convince him that project management, knowledge and techniques are of value [10 marks]
- Briefly explain to him the critical project management skills he should possess as a project manager [10 marks]
- All projects must be planned in advance and the execution the execution must be controlled to ensure desired results are achieved. Discuss [7 marks]
- Differentiate between projects, programs and activities. [3 marks]

QUESTION TWO

- (a) The World Bank has donated seven billion to the Kenya tourist board. Assume you have been appointed to lead a taskforce that develop the Nairobi National park that has been allocated one billion shillings. Clearly draw a log frame matrix which will enable the board to identify the purpose of good and outputs and activities of the projects.

[14

marks]

- (b) Explain the key steps in CPM/PERT technique as applied in project management

[6

marks]

QUESTION THREE

- (a) Assume that you are a member of a task force to plan and execute a five star hotel in Meru National Park. Describe the project life cycle.

[13 marks]

- (b) Briefly, explain the significance of monitoring and evaluating in project management

[7

marks]

QUESTION FOUR

- (a) Discuss five cost management processes in project management

[10 marks]

- (b) Understanding the risk management process entails understanding factors that contribute to project risks. Identify five project risks and suggest solutions to address them.

[10

marks]
