

TAKORADI TECHNICAL UNIVERSITY
FACULTY OF APPLIED SCIENCES
END OF SECOND SEMESTER EXAMINATION— 2020/21 ACADEMIC YEAR
PROGRAMME: DIPLOMA IN TOURISM II - TIME: 2:30 min
PRINCLES OF MANAGEMENT: Course code: DTM 105

Answer all questions in section A and only two questions in section B

Section A

1. In a sentence each, explain predictive and concurrent control **6 marks**
2. What is the full meaning of these acronyms
 "SMART" **5 marks**
 "SWOT" **4 marks**
3. In a sentence each, differentiate between the following :
 - a. Centralized and Decentralized organization **6 marks**
 - b. Formal and Informal organization **6 marks**
 - c. Democratic leader and autocratic leader **6 marks**
4. What is departmentalization **5 marks**
5. Outline the stages in control process **3marks**
6. Give two main factors that guide goal formulation in planning **4 marks**
7. write brief notes for the following
 - a) strategic plan **5marks**
 - b) contingency plan **5marks**
 - c) Laissez-faire leader **5marks**

Section B – answer only two question in this section

8. A friend has approached you to help him conduct environmental analysis for his travel and tour company, discuss the necessary issues to be considered to your friend. **20 marks**
9. Outline and briefly discuss the steps in decision making process of tourism destination management. **20 marks**
10. a) Define planning in tourism **4 marks**
 - b) State five roles you are expected to perform as a manager **10 marks**
 - c) Outline any three major considerations when "selecting best alternative" under the planning process for the reserve. **6 marks**