



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS.

UNIVERSITY EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT.

3RD YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR.

MAIN CAMPUS.

COURSE CODE: BTB 1305

COURSE TITLE: STRATEGIC TOURISM MANAGEMENT

DATE: 9/12/2022

SESSION: 15.00-17.00PM

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO questions.**
- 2. Candidates are advised NOT to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (30 MARKS)

- a. Define the following terms, as used in Strategic Tourism Management.
- i. Strategic Management (2 Marks)
 - ii. Stakeholders (2 Marks)
 - iii. Mission Statement (2 Marks)
 - iv. Corporate-level Strategy (2 Marks)
 - v. Strategy Formulation (2 Marks)
- b. Explain Environmental Analysis for a Business Plan. (2 Marks)
- c. Briefly describe the difference between a trend and a fad in strategic Management. (2 Marks)
- d. Explain two key factors firms use to create a low-cost or differentiation strategy. (2 Marks)
- e. Explain the difference between strategic thinking and strategic planning. (2 Marks)
- f. Explain the difference between the operating environment and the broad environment. (4 Marks)
- g. Explain the difference between a vision and mission statement. (4 Marks)
- h. Discuss why values are important to organizational decision-makers. (4 Marks)

QUESTION TWO

- a.) Discuss **FIVE** strategic management responsibilities of a business-unit manager? (10 Marks)
- b.) Describe the **EIGHT** strategies that reflect competitive dynamics in Strategic Management. (10 Marks)

QUESTION THREE

- a.) Discuss the traditional, resource-based, and stakeholder perspectives of Strategic Management. (10 Marks)
- b.) In depth, Discuss **FIVE** key forces influencing strategic direction in an organization? (10 Marks)

QUESTION FOUR.

- a.) Discuss **FIVE** advantages and disadvantages each of inter-organizational relationships. **(10 Marks)**
- b.) Explain **FIVE** key components of a business plan and the importance of having an “end-game” strategy. **(10 Marks)**

QUESTION FIVE.

- a.) Draw an organization chart to represent the **THREE** basic business-level structures and describe the attributes of each structure. **(15 Marks)**
- b.) Discuss **FIVE** Advantages of an establishments Involvement in Multiple Global Markets. **(5 Marks)**