



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT

1st SEMESTER 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1407

COURSE TITLE: Project Development & Management

DATE: 06/12/2022

SESSION: 9.00-11.00AM

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) List the **THREE** responsibilities of project managers in a project. **(3mks)**
- b) Enumerate the three tips for successful project execution. **(3mks)**
- c) List the Five benefits of formulating a project strategic plan. **(5mks)**
- d) Highlight any **FOUR** benefits of project risk management. **(4mks)**
- e) Enumerate the **FOUR** attributes which all project managers of all projects must possess. **(4mks)**
- f) Outline the Three keys to managing project risks effectively. **(6mks)**
- g) Explain the relationship between projects, programs, and portfolios. **(5mks)**

QUESTION TWO (20 MARKS)

There are many different projects in the tourism industry that may necessitate the development of a project proposal/plan.

- a. Explain the five different types of project proposals that one may want to develop to undertake a project in tourism. **(10mks)**
- b. Explain any ten reasons why project plans fail. **(10mks)**

QUESTION THREE (20 MARKS)

Following the peaceful election in Kenya, many tourists find Kenya a safe destination to visit and tourist arrivals is expected to increase. As a result, there is need to develop more tourist products to take care of the projected tourist arrivals. You are employed by your county to be in charge of tourism planning and development. Identify one of the tourism projects that you would want to develop for your county and:

- a. Formulate a project strategic plan for it. **(5mks)**
- b. Develop a project proposal/plan for it. **(15mks)**

QUESTION FOUR (20 MARKS)

Every project goes through various stages in its development.

- a. Discuss the major activities that are carried out at each of the five stages of the project life cycle. **(15mks)**
- b. Explain the risk management process in project management. **(5mks)**

QUESTION FIVE (20 MARKS)

A well-established businessman in your community would like to renovate his current big house in the village to a restaurant in order to meet the increasing need of tourists in the area. He approaches you to oversee this project as the project manager. The project activities and duration for each activity is given in the table below:

Activity	Predecessor	Duration (weeks)
A	-	2
B	A	5
C	A	1
D	B	6
E	C	2
F	C	4
G	D,E	3
H	F,G	5

- a. Construct the PERT chart for the project. **(10mks)**
- b. Determine the project duration. **(5mks)**
- c. Establish the critical path for the project and explain your choice of that path. **(2mks)**
- d. Calculate the slack values in this project **(3mks)**