



# **MASEÑO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2012/2013**

### **SECOND YEAR TWO SEMESTER EXAMINATIONS FOR THE CERTIFICATE IN HOSPITALITY & TOURISM OPERATIONS (CITY CAMPUS)**

#### **SEH 0030: PRINCIPLES OF MANAGEMENT**

*Date: 12<sup>th</sup> August, 2013*

*Time: 9.00 – 11.00 a.m.*

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**CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**SECOND YEAR, SEMESTER TWO**  
**SEH 0030: PRINCIPLES OF MANAGEMENT**  
**(CITY CAMPUS)**

**INSTRUCTIONS**

1. ANSWER ALL THE QUESTIONS IN SECTION A
2. ANSWER ONLY ONE QUESTION IN SECTION B
3. ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET PROVIDED

**SECTION A**

**ANSWER ALL THE QUESTIONS IN THIS SECTION**

1. Give four examples of inputs and four examples of outputs. (4 marks)
2.
  - a. What are the levels of management? (3 marks)
  - b. Give the differences between a functional manager and a general manager. (2 marks)
  - c. Distinguish managers from operatives. (3 marks)
3. Describe the skills and qualities of effective leaders as suggested by Henri Fayol. (11 marks)
4. Discuss Henri Fayol's principles of management. (14 marks)
5.
  - a. State two advantages and two disadvantages of wide spans of management control. (2 marks)
  - b. Outline four advantages and four disadvantages of functional organization. (4 marks)
  - c. Describe two advantages and two disadvantages of product organization.

(2 marks)

d. Give three advantages and three disadvantages of matrix organization.

(3 marks)

e. List two advantages and two disadvantages of organization charts. (2 marks)

6.

a. Define the term "managerial leadership".

(1 mark)

b. State five forms of power that leaders can use.

(5 marks)

#### SECTION B

#### ANSWER ONE QUESTION IN THIS SECTION

7.

a. Describe any nine types of plans.

(9 marks)

b. Why are goals important?

(5 marks)

8.

a. Highlight the building blocks in organizing.

(4 marks)

b. Give five reasons why staffing is important.

(5 marks)

c. Why is control important?

(5 marks)