MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

THIRD YEAR**, SECOND** SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

HHM 305: PRINCIPLES AND PRACTICES OF MANAGEMENT

DURATION: 2 HOURS

DATE: 19TH APRIL 2018

TIME: 9.00AM – 11.00AM

Instructions to Candidates:

1. Answer **Section A** and **Any Other Two** questions in **Section B**.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION (30 Marks)

QUESTION ONE

Watalii hotel is a large hotel consisting of 300 rooms at different floors. It has employed both casual and permanent employees. It also takes in inters from local universities and colleges.

You have been recruited as a supervisor at the front office department. The previous supervisors were fired for poor job performance. The work group has sort of bonded due to poor leadership and they are wondering if you will be more successful than your predecessors.

a) Describe different levels of management in this hotel. (6 Marks)

b) Explain management functions. Illustrate how each function is applied in each level of management. (10 Marks)

c) Discuss management styles suitable for Watalii hotel. (6 Marks)

d) Discuss from implications of employee job satisfaction at the front office department.
(8 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Discuss five (5) stages of Management evolution (20 Marks)

QUESTION THREE (20 MARKS)

a) Should hospitality industry engage in social corporate responsibility? Discuss. (12 Marks)

b) Explain the ethical and social responsibility issues facing hospitality managers today.
(8 Marks)

QUESTION FOUR (20 MARKS)

a) Discuss four (4) managerial tools which managers in hospitality industry can use to shape employees behaviour. (8 Marks)

b) Analyze attribution theory as applied in perceiving employee's behaviour in hospitality industry. (7 Marks)

c) Explain five (5) personality traits in the Big Five model. (5 Marks)