



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BBA 301: HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY

MANAGEMENT

DATE: 2/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Describe Human Resource Management functions (6 marks)
- b) Why are Human Resource Management policies, programmes and plans important? (7 marks)
- c) List and explain any seven contents of a job offer (7 marks)
- d) What is the difference between academic study and the practice of HR management? (4 marks)
- e) Briefly discuss the factors that should be taken into account when you are recruiting and selecting a candidate to fill a position (6 marks)

QUESTION TWO (20 MARKS)

- a) You have been appointed the Human Resource manager of a new hotel. Develop a job description and a job specification for a hotel manager that you plan to advertise. (10 marks)
- b) You have been consulted to develop a Health and Occupation Safety programme for a local hotel. Discuss the Elements that you would consider to include in the program. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the advantages and disadvantages of electronic recruitment (10 marks)
- b) You have been appointed the HR manager of Le Techniche Hotel by Machakos University and you are required to screen candidates' resumés shortlisted for interviews. Discuss how you will ensure an effective resumé screening (10 marks)

QUESTION FOUR (20 MARKS)

- a) There are several techniques that companies can use when deciding whether a recruitment method is effective and efficient. Discuss (10 marks)
- b) Training and development is an important Human Resource Management activity in an organization? Discuss. (10 marks)

QUESTION FIVE (20 MARKS)

- a) You have been appointed the HR manager of Le Techniche Hotel by Machakos University and you have been requested to develop a reward policy for the facility. Discuss some of on-cash benefits you may consider include (10 marks)
- b) Discuss the general factors that determine the base pay of jobs (10 marks)