



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 104: PRINCIPLES AND PRACTICES OF MANAGEMENT

DATE: 23/2/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS

This paper consists of TWO sections A and B

ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO IN SECTION B

SECTION A: COMPULSORY - (30 MARKS)

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) Describe the meaning of the following;
 - i. Organizing Process
 - ii. Directing Process
 - iii. Staffing Process
 - iv. Communication Process
 - v. Reporting Process
 - vi. Budget Process (12 marks)
- b) Highlight SIX Responsibilities of the Middle-Level Management (6 marks)
- c) Differentiate between Planning Process and Planning as applied in the Hospitality and Tourism Industry (4 marks)
- d) Outline SIX Importance of Planning in an Organization (6 marks)
- e) Define social responsibility in terms that reflect your view of the role of corporations in society. (2 marks)

Examination Irregularity is punishable by expulsion

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 MARKS)

- a) Explain FIVE characteristics of management as applied in Hospitality and Tourism Industry. (10 marks)
- b) Describe ANY FIVE principles of management (10 marks)

QUESTION THREE (20 MARKS)

Compare and contrast McGregor's Theory "X" and Theory "Y"

QUESTION FOUR (20 MARKS)

- a) Explain any FIVE challenges faced by managers in the organization concerning the staffing process. (10 marks)
- b) As a Manager in a five star Hotel in Nairobi describe any FIVE Principles of Communication to your staff (10 marks)

QUESTION FIVE (20 MARKS)

Discuss FIVE importance and FIVE barriers to effective communication in tourism management.



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HTM 106: SERVICE MANAGEMENT

DATE: 24/2/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS

This paper consists of TWO sections A and B

ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO IN SECTION B

SECTION A: COMPULSORY - (30 MARKS)

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) Explain TWO driving forces behind the growth of services in Hospitality and Tourism industry. (4 marks)
- b) Describe FOUR categories of services in Hospitality and Tourism industry. (4 marks)
- c) Highlight FOUR ways in which the Service Industry is divided. (4 marks)
- d) Outline FIVE personal elements Service depends on that is provided by employees. (5 marks)
- e) Describe THREE reason why Hospitality product is considered personal. (6 marks)
- f) Describe the SEVEN components that the service business design should address. (7 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 MARKS)

- a) Describe SEVEN characteristics of Service in Hospitality and Tourism Industry. (14 marks)
- b) The Service depends on personal elements provided by employees such as Friendliness, Speed, Attitude, Professionalism and Responsiveness. Explain what the customer consider in the service element mentioned above. (6 marks)

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QUESTION THREE (20 MARKS)

Discuss the understanding of customer delivery system as applied in Hospitality and tourism system.

QUESTION FOUR (20 MARKS)

- a) Define the service package in Hospitality and Tourism Industry (2 marks)
- b) Explain FIVE features service package in Hospitality and Tourism Industry (10 marks)
- c) Explain any FOUR service concept of McDonald's food store. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Explain factors that influence the pricing of service in Hospitality Tourism Industry (10 marks)
- b) Describe FIVE benefits the service design aim to create in the Hospitality and Tourism Industry. (10 marks)