



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM)

**BTM / HTM 307 – HUMAN RESOURCE MANAGEMENT IN
HOSPITALITY AND TOURISM I**

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DATE: MONDAY 26TH MARCH 2012 TIME: 11.00 A.M. – 1.00 P.M.

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INSTRUCTIONS

SECTION A: Answer ALL the Questions (30 marks)

- Q.1 Define Human Resource Management (HRM) and detail its importance within the service sector. (6 marks)
- Q.2 a) Highlight the main features of the selection process. (3 marks)
b) Explain three internal factors that influence recruitment of employees in the Hospitality industry. (6 marks)
- Q.3 a) Differentiate between internal and external equity in compensation. (3 marks)
b) A well thought out orientation program is especially important for new employees, who had little or no work experience. Explain why you agree or disagree with statement. (4 marks)
- Q.4 a) State four advantages of external training. (4 marks)
b) Explain the two main methods of wage payments (4 marks)

SECTION B: Answer Any Two questions (40 marks)

- Q.5 a) Managers in Hospitality industry are very keen on the health and safety of the employees. Explain two reasons for this concern. (4 marks)
- b) Explain the methods that are used to address health and safety of employees in Hospitality and Tourism. (16 marks)
- Q.6 Discuss the future prospects and emerging trends in the Human Resource Management for Hospitality and Tourism. (20 marks)
- Q.7 Explain the causes of stress in an organization and how stress can be addressed. (20 marks)
- Q.8 a) You are the HR Advisor to a large chain of hotels. Outline the various methods and tools you could advise the management to use, to fill the position of an Assistant Front Office Manager for one of the units within the chain, ensuring total fairness in the process. (8 marks)
- b) Assuming the above mentioned Assistant Front Office Manager is to be recruited externally, fully illustrate the interview process. (12 marks)