



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN HOSPITALITY MANAGEMENT

HIM 018: HUMAN RESOURCE MANAGEMENT IN HOSPITALITY & TOURISMS

DATE: WEDNESDAY, 28TH MARCH 2012

TIME: 8.00 A.M. – 10.00 A.M.

Section A: (Answer ALL Questions)

1. Explain the following terms (NB: each carries equal marks)
 - a. Human Resources
 - b. Labour turn over
 - c. Job Description
 - d. Equal employment opportunity
 - e. Personnel Management

(15 marks)
2. Design a job description for a head waiter in a four star hotel.

(10 marks)
3. How may information be communicated to the members of staff of a hotel?

(5 marks)

Section B: (Answer ANY TWO Questions)

4. (a) Why should employees be encouraged to take up any training and development opportunities made available to them?

(8 marks)
- (b) Outline four (4) challenges to you as the HR Manager of a hospitality establishment in the provision of education and training for your members of staff. Include measures you would take to overcome these challenges.

(12 marks)

5. (a) With the use of four (4) commonly accepted motivational theories, explain why it is important for managers to understand motivation. (16 marks)
- (b) What is an employee's 'perceived need'? (4 marks)
6. (a) Discuss
- (i) Theory x and (ii) Theory y and their application in hospitality industry. (10 marks)
- (b) What is induction training and why is it important to (i) employee ii) employer. (10 marks)
7. (a) Explain four (4) characteristics of a good job advertisement. (10 marks)
- (b) Discuss the following employee selection techniques
- i) Interviews
- ii) References
- (10 marks)
