



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012
SECOND SEMESTER EXAMINATION FOR DIPLOMA IN HOSPITALTY
MANAGEMENT
HIM 019: MANAGEMENT PRINCIPLES

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DATE: THURSDAY, 29TH MARCH 2012

TIME: 11.00 A.M – 1.00 P.M

INSTRUCTIONS

Answer Question ONE and any two question others Total THREE Questions.

- Q1. a) Explain five characteristics of management. [10 marks]
b) Describe five characteristics of management. [10 marks]
c) Explain the following managerial principles
i) The Classical Approach
ii) The Behavioral Approach
iii) The Systems Approach
iv) Contingency Approach [10 marks]
- Q2. a) Explain briefly the functions and importance to effective communication in Hospitality and Tourism management. [10 marks]
b) Using relevant examples explain the staffing process in organizational management. [10 marks]
- Q3. a) Explain why corporations have social responsibilities. [10 marks]
b) Explain four challenges in developing an ethical environment within the hotel industry. [10 marks]
- Q4. a) Outline five advantages and disadvantages of line structures of the organization. [10 marks]
b) Explain briefly five functions of leadership. [10 marks]

- Q5. Decision making is an Integral Part of every manager's job in the hospitality industry.
- a) Explain in details the essential steps in decision making. [8 marks]
 - b) Describe the classification of decisions [5 marks]
 - c) Explain the different types of problems and decisions managers face as they do their jobs. [4 marks]
 - d) Discuss the importance of involving staff at various levels of decision making. [3 marks]
- Q6.
- a) Discuss the significance of motivation. [4 marks]
 - b) Outline the features of a sound motivational system. [4 marks]
 - c) State any six points on the consequences of low morale [6 marks]
 - d) List the factors that determine the morale of individuals [6 marks]
- Q7. Many organizations use an organization chart in their companies.
- a) Explain the purpose of the organization chart. [8 marks]
 - b) Discuss the advantages of organizational charts. [9 marks]
 - c) State the limitations (disadvantages) of organizational chart. [3 marks]