



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)**

HTM 312: MANAGEMENT PRINCIPLES AND ORGANIZATION BEHAVIOUR

DATE: Tuesday 2nd December, 2008

TIME: 2.00 p.m. – 4.00 p.m.

INSTRUCTIONS

This paper is composed of Sections A and B. Section A is compulsory. Answer any four questions from Section B.

SECTION A - (30 MARKS – COMPULSORY)

1. Identify and describe five management functions. [10 marks]
2. Discuss the following terms used in management
 - (a) Goals
 - (b) Policies
 - (c) Procedures
 - (d) Rules
 - (e) Programmes [10 marks]
3. Decision making is a process. Discuss. [10 marks]

SECTION B – Answer any FOUR questions from this Section.

4. Discuss Blake and Moutons concept of leadership style and its application in hospitality industry. [10 marks]
5. Giving specific hospitality industry examples, discuss
 - (a) Steering control
 - (b) Yes no control [10 marks]
6. Discuss Max Weber's management theory and its application in hospitality industry today. [10 marks]
7. What is the importance of organization structure? How does the structure relate to the effective performance of a hotel operation? [10 marks]
8. Plans are the foundation of management. Discuss. [10 marks]

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