



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHH 4209: ORGANIZATIONAL BEHAVIOUR IN HOSPITALITY & TOURISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Correspondence from Head Office has just informed you that your company is implementing a new computerized system for handling reservations and bookings. Advise your general manager on the best way to go about managing this process. **(15 marks)**
- b) Explain any **FIVE** points that would explain why there is increased emphasis on the type of leadership used by managers in organizations today. **(5 marks)**
- c) Explain various factors that make individuals resist change. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain how the study of organization behaviour can contribute to the understanding of management. **(10 marks)**
- b) Describe various environmental influences surrounding a resort hotel in Mombasa. **(10 marks)**

QUESTION 3

- a) Describe the concept of individual differences as it applies to organizations. **(5 marks)**
- b) Explain the various dilemmas and difficulties facing managers in applying motivation theory to a work setting. **(10 marks)**
- c) Explain any **FIVE** ways by which a manager in the hospitality industry can go about overcoming perceptual errors. **(5 marks)**

QUESTION 4

- a) Analyse the potential sources of stress likely to be faced by a front office employee at a hotel. **(10 marks)**
- b) Describe the various sources of change in organization. **(10 marks)**

QUESTION 5

- a) See case study 3 a). **(14 marks)**
- b) Describe any **TWO** major theoretical approaches to the study of personality and show their applicability to the hotel industry. **(6 marks)**