



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTMA21)
BHR 4440: ORGANIZATIONAL BEHAVIOUR IN TOURISM
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Outline the stages in the perception process 15 marks
- b) Perception is an *active* process in which the perceiver plays an important role. Discuss the perceiver's influence in the entire perception process. 15 marks

SECTION B ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Describe the factors to consider when managing virtual teams (10 marks)
- b) As a CEO tasked with creation of an inclusive and collaborative virtual teams describe the best practices you can use to enhance cross-cultural communication (10 marks)

QUESTION THREE

The issue of changing attitudes may be highly significant for a manager who is seeking some form of change in the organization. Discuss the essential considerations one should make as they embark on changing Attitudes in an organization.

20 Marks

QUESTION FOUR

- a) outline the Sources of Power in organizations 10 Marks
- b) Discuss the different ways that individuals can mobilize their power in organizations 10 Marks

QUESTION FIVE

Discuss the following frameworks for assessing Personality

- a) Big five Model 10 marks
- b) Myers Briggs type indicator 10 marks