



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN HOSPITALITY
MANAGEMENT**

MAIN CAMPUS

**SEH 803: HOSPITALITY HUMAN RESOURCES
MANAGEMENT**

Date: 15th January, 2015

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Answer ANY THREE questions.

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Answer any three questions in the answer booklet provided (60MKS)

Q1.

Your General Manager has evaluated the quality of a new hires coming into the hotel over the years and is now convinced that the hotel does not need to recruit. He has approached you as human resource specialist for advice. Explain to the General Manager the alternatives to recruitment including their advantages.

(20mks)

Q2.

As human resource specialist you have observed over time that effective use of human resources is not a significant goal to your firm. Employment planning is mostly informal and slipshod. You have no doubt that this situation doesn't augur well for competitiveness of the organization. Describe to your executive colleagues the human resource planning process as the only alternative available to sort out this anomaly that you have observed.

(20mks)

Q3.

Employees no longer consider performance evaluations in your hotel as meaningful, helpful, fair, and honest. Familiarize their immediate supervisors with potential rater problems behind this feeling by employees.

(20mks)

Q4.

Your General Manager appreciates that understanding the characteristics of jobs and applicants is essential for high performance. He has therefore invited you to explain some of the available criteria for selection decisions. Prepare a suitable presentation for this exercise.

(20mks)

Q5.

Contrast strategic human resource management from traditional human resource management.

(20mks)