



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN HOSPITALITY MANAGEMENT
(CITY CAMPUS)**

SEH 0145: PRINCIPLES OF MANAGEMENT

Date: 9th August, 2013

Time: 9.00 – 11.00 a.m.

DIPLOMA IN HOSPITALITY MANAGEMENT
FIRST YEAR, SEMESTER ONE EXAMINATION
SEH0145: PRINCIPLES OF MANAGEMENT

INSTRUCTIONS

1. ANSWER ALL THE QUESTIONS IN SECTION A
2. ANSWER TWO QUESTION IN SECTION B
3. ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET PROVIDED

SECTION A

ANSWER ALL THE QUESTIONS IN THIS SECTION

1. What do the terms "effectiveness" and "efficiency" mean? (3 marks)
2. How do managers differ from operatives? (3 marks)
3. What is an organization? (3 marks)
4. Distinguish a functional manager from a general manager. (2 marks)
5. Henri Fayol identified three skills that effective managers need. Describe these skills. (6 marks)
6. State Frederick W Taylor's principles. (6 marks)
7. Define the functions of management. (5 marks)
8. How did Confucius and Socrates contribute to management thought? (2 marks)

SECTION B

ANSWER ANY TWO QUESTIONS IN THIS SECTION

- 9.

- a. With the aid of a relevant diagram, briefly describe Abraham Maslow's hierarchy of needs. (7 marks)
- b. Henry Mintzberg posited that managers hold managerial roles. Discuss these roles. (13 marks)
- 10.
- a. Define the term "communication". (2 marks)
- b. Draw a model of the communication process and use it to discuss communication. (7 marks)
- c. Highlight three factors that can influence effective and ineffective communication? (6 marks)
- d. Outline ten barriers to effective communication. (5 marks)
- 11.
- a. Write short notes on the equity theory of motivation. (5 marks)
- b. Describe the ERG needs theory. (5 marks)
- c. Explore theory X and theory Y. (10 marks)