



# **THE KENYA POLYTECHNIC UNIVERSITY COLLEGE**

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**DEPARTMENT OF INSTITUTIONAL MANAGEMENT  
HIGHER DIPLOMA IN CATERING & ACCOMMODATION MANAGEMENT  
HIGHER DIPLOMA IN FOOD & BEVERAGE MANAGEMENT  
FINAL YEAR EXAMINATIONS  
NOVEMBER 2007  
BUSINESS AFFAIRS  
3 HOURS**

**Instructions to candidates:**

This paper consists of TWO sections, A and B.

Answer any THREE questions from section A and TWO from section B.

All questions carry equal marks and the maximum marks for each part of a question are as shown.

This paper consists of 2 printed pages

## **SECTION A:MANAGEMENT**

*Answer any THREE questions from this section*

1. (a) As a newly employed accommodation manager in a 5-star hotel, describe the FOUR kinds of skills that you must possess so as to effectively execute your duties. (12marks)
- (b) Explain any FOUR characteristics of a bureaucracy as argued by Max Weber. (8 marks)
2. (a) Citing examples from the hospitality industry, explain any THREE internal and TWO external environmental factors that influence the operations of an organization. (10 marks)
- (b) "Employees are only motivated by financial rewards." Discuss. (10 marks)
3. (a) Discuss any FOUR different strategies for resolving interpersonal conflict within an organization. (12 marks)
- (b) Explain any FOUR methods of performance appraisal/evaluation. (8 marks)
4. (a) It is asserted that managers in general spend at least 75% of their working hours communicating. Discuss any FIVE roles of sound communication in management. (15 marks)
- (b) Outline any FIVE internal approaches to managerial development. (5 marks)

## **SECTION B: MARKETING**

*Answer any TWO questions from this section*

5. (a) Discuss the FOUR service characteristics of hospitality and tourism marketing. (12 marks)
- (b) Guest Information Management is a very critical aspect of managing hospitality operations. Explain any FOUR techniques that a hospitality marketer can use to obtain guest information. (8 marks)
6. Describe the marketing strategies that can be employed to market a product as it undergoes the different phases of the Product Life Cycle (PLC). (20 marks)
7. (a) Discuss any FOUR marketing management philosophies. (10 marks)
- (b) Explain the FIVE stages of the buyer decision making process. (10 marks)