

Name: _____ Index No. _____ / _____

2802/303 2920/303
2819/303

Candidate's Signature: _____

**PRINCIPLES AND PRACTICE OF
MANAGEMENT**

Date: _____

June/July 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
DIPLOMA IN BAKING TECHNOLOGY
DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT**

MODULE III

PRINCIPLES AND PRACTICE OF MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

*Answer **QUESTION 1** and any other **FOUR** questions in the spaces provided in this question paper.*

Maximum marks for each part of a question are shown.

*Do **NOT** remove any pages from this booklet.*

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	TOTAL SCORE
Candidate's Score							

This paper consists of 16 printed pages.

**Candidates should check the question paper to ascertain that
all the pages are printed as indicated and that no questions are missing.**

1. (a) Identify **four** tasks of quality assessment process of a product. (4 marks)
- (b) State **four** benefits of informal groups. (4 marks)
- (c) Highlight **four** benefits of effective communication to managers. (4 marks)
- (d) Differentiate between the following leadership styles:-
 - (i) democratic and autocratic; (4 marks)
 - (ii) benevolent and Laissez - faire. (4 marks)
2. (a) Palm beach hotel is having problems with its suppliers. Advise the manager on steps to be followed in making the right decisions. (12 marks)
- (b) (i) Describe a functional organisational structure. (4 marks)
- (ii) Explain **two** demerits of functional organisational structure. (4 marks)
3. (a) Explain the effects of each of the following external environmental factors to the hospitality industry:
 - (i) economic; (3 marks)
 - (ii) sociocultural; (3 marks)
 - (iii) technological; (3 marks)
 - (iv) political/legal. (3 marks)
- (b) Explain **four** types of employment benefits that restaurant managers enjoy. (8 marks)
4. (a) Explain **five** reasons why face-to-face interviews are necessary in the employee selection process. (10 marks)
- (b) Bamboo Hotel has been experiencing problems with its staff which may be attributed to low morale. Explain **five** consequences of low staff morale. (10 marks)
5. (a) Identify **five** operational functions of a manager. (5 marks)
- (b) Highlight **five** reasons for poor coordination in an establishment. (5 marks)
- (c) Explain the **five** point plan on employee sourcing according to John Fraser. (10 marks)

