



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND HOSPITALITY
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: HHM 4144-1

**COURSE TITLE: HOSPITALITY ORGANIZATION
BEHAVIOR**

DATE: 18/4/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 3 printed pages. Please turn over MASAI
MARA UNIVERSITY

SECTION A 20 MARKS (COMPULSORY)

QUESTION ONE

- a) Organizational behavior processes are the actions of individuals, groups, and organizations engage in due to input influence. In turn, each action (OB processes) leads to an outcome. Highlight any five examples of these **(5 marks)**
- b) Examine **FIVE** determinants of personality **(5 marks)**
- c) According to Udai Pareek and others, perception can be defined as “the process of receiving, selecting, organizing, interpreting, checking, and reacting to sensory stimuli or data. Explain five ways of overcoming perceptual skills. **(5 marks)**
- d) State five key forces that affect organizational behavior today **(5 marks)**

SECTION B (30 MARKS).

QUESTION TWO

- a) Identify and explain five major theories of organizational behavior that can be applied in the hospitality industry **(5 marks)**
- b) Explain the application of organizational behavior in the hospitality management context **(10 marks)**

QUESTION THREE

- a) Explain why motivation is important in organizational behavior **(5 marks)**
- b) Evaluate five importance of organizational behavior to the hospitality industry managers **(10 marks)**

QUESTION FOUR

- a) Assess five factors that may influence perception **(5 marks)**
- b) Examine five reasons why organizational behavior may be dangerous to hospitality managers **(10 marks)**

QUESTION FIVE

- (a). State five objectives of organizational behavior **(5 marks)**
- (b). Explain the causes and consequences of stress in an organization **(10 marks)**

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