



# **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 4251-1**

**COURSE TITLE: PERSONAL DEVELOPMENT**

**DATE: 18/4/2024**

**TIME: 1430-1630 HRS**

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## **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*

## SECTION A: COMPULSORY

### QUESTION ONE:

**(20MARKS)**

- a. Discuss the concept of personal development planning and its significance  
**(2 Marks)**
- b. Explain how setting specific goals and objectives for personal growth can lead to overall improvement  
**(3 Marks)**
- c. Explain the **OCEAN** model as explained by various psychologists on personality types  
**(5 Marks)**
- d. Explain **FIVE** techniques for effective time management **(5 Marks)**
- e. Explain **FIVE** factors to consider to achieve professional personal grooming  
**(5 Marks)**

## SECTION B: (ANSWER ANY TWO QUESTIONS)

### QUESTION TWO:

- a. Explain the importance of effective communication skills in personal development.  
**(5 Marks)**
- a. Discuss how the following communication channels can enhance interpersonal relationships and career prospects **(10 Marks)**
  - i. Verbal communication
  - ii. Non-verbal communication
  - iii. Active listening
  - iv. Assertiveness

### QUESTION THREE:

- a. Describe the components of a well-structured CV and the strategies for tailoring it to specific job roles **(10 Marks)**
- b. Discuss **FIVE** key elements for highlighting skills and experiences effectively  
**(5 Marks)**

### QUESTION FOUR:

- a. Discuss the role of emotional intelligence and self-control in personal and professional development  
**(5 Marks)**
- b. Explain how managing emotions and stress can lead to better decision-making and relationships in different environments, including hospitality and tourism  
**(10 Marks)**

### QUESTION FIVE

- a. Explain the significance of continuous learning and professional development in the hospitality and tourism industry **(7 Marks)**
- b. Identify potential career paths, growth opportunities, and strategies for advancement in the field  
**(8 Marks) END//**