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OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION

**FOR THE DEGREE OF BACHELOR
OF SCIENCE (HOTEL&HOSPITALITY)**

**SCHOOL: BUSINESS, ECONOMICS &
HUMAN RESOURCE DEVELOPMENT**

COURSE CODE: STH 114

**COURSE TITLE: BUSINESS COMMUNICATION IN
SERVICE INDUSTRY**

DATE: 20th December, 2017 TIME: 9.00am-12.00pm

For examiner's Use Only

Question	I.E	E.E
CAT		
EXAM		
TOTAL		

INSTRUCTION TO CANDIDATES: SEE INSIDE

THIS PAPER CONSISTS OF 20 PRINTED PAGES

PLEASE TURN OVER

Insert the numbers of the questions you have answered in the order done

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Student Admission No.....Exam Card No.....Signature.....

INSTRUCTIONS TO CANDIDATES

1. Write your **Admission Number**, **Exam Card Number** and **Sign** in the spaces provided at the bottom of each page of the Examination Booklet. **DO NOT** write your name anywhere in this booklet.
2. Write on both sides of the pages.
3. All rough work must be done in the Answer sheets and crossed through.
4. If supplementary pages are used, they must be fastened all together at the end of this Booklet. Supplementary pages should be used only after all the leaves in the booklet have been exhausted.
5. It is a serious examination offence to cheat or to have unauthorized materials including **MOBILE PHONES** (whether on or off) in the examination venue.
6. In no circumstances must Answer Booklet used or unused, be removed from the examination room by a candidate.
7. The Booklet is for **Examination use only** in a designated examination room. Unauthorized possession of the Answer sheets by a student or any other person constitutes an examination irregularity calling for stiff disciplinary action.
8. Do not pluck any page from this Booklet. Any extra/unused answer sheets should be returned to the **Examination Office**.
9. Candidates who come to examination room 30 minutes late will not be allowed to sit for the exam.
10. Candidates will not be allowed to leave the exam room once the exam commences.
11. Candidates are advised that importance is attached by examiners to accuracy and clarity of expression.
12. Committing any form of irregularity is prohibited and shall attract severe disciplinary action in accordance with Alupe University College Examination Regulations.

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INSTRUCTIONS:ANSWER **THREE** QUESTIONS. QUESTION **ONE** IS COMPULSORY

1. As a newly appointed Hotel manager, you have been invited by first year Hospitality trainees to give a talk on 'promoting efficient and effective communication in hospitality industry'. Before you start your talk you find one student explaining to colleagues why it is always better to use written communication than oral communication when dealing with 'difficult' employees within a hospitality institution. You then decide to address the same issue during your talk.
 - a) Discuss the merits you would focus on to convince the students that both oral and written modes of communication can be used effectively. (10 marks)
 - b) Highlight how the various non-verbal cues that can be applied in hospitality industry. (10 marks)
 - c) Describe the communication process to follow during a conversation with a client (10 marks)

2. You are a hotelier student on an attachment in a five-star hotel for three months. In the first one month of your reporting, you learn that the customer care staff in the hotel are demotivated because of regular complains from the clients. You seek an appointment with the Front office manager who tells you that the problem is not with the clients but with the staff who don't take time to listen and act.
 - a) Educate the staff on the type of listening to apply while dealing with the clients and highlight any five qualities of a good listener. (10 marks)
 - b) Explain to the Director the possible ways of solving this problem (10marks)

3. As a Hospitality graduate, you have been employed as a manager in a tour and travel company.
 - a) Giving examples Identify any five functions of communication that you would emphasize when designing the communication structure (10marks)
 - a) Explain the types of barriers that would hamper communication in the organizations (10 marks)

4. You have been elected as a secretary of a social welfare group in your organization. You plan to call your first meeting of the group after taking over the office.
 - a) Discuss four factors you would bear in mind as you prepare for the meeting and another four during the meeting. (16 marks)
 - b) Give brief explanation of the mode of communication you would use to invite members for the meeting (4 marks)

5. Interviews are a very important aspect of organizational communication.
 - a) Explain how an interview could be used to promote a good image of an organization (4 marks)
 - b) What preparations would both the interviewers and interviewees be expected to make before an interview (16 marks)

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