



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

**TOURISM AND HOSPITALITY MANAGEMENT , PROFESSIONAL COOKERY,
BAKING TECHNOLOGY AND MANAGEMENT AND FOOD AND BEVERAGE
MANAGEMENT**

SUBJECT: Principles of Management

PAPER NO: 534/15/S11

DURATION: 3 Hours

MARCH/APRIL 2020 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ANY FIVE (5) questions.

This paper consists of 2 printed pages.

PAPER NO: 534/15/S11 – PRINCIPLES OF MANAGEMENT

QUESTION 1

Critically analyse Max Weber's theory of Bureaucratic management showing how it is relevant to today's management of Hospitality operations. (20 marks)

QUESTION 2

Evaluate any five strategies that can be used to motivate workers in the Hospitality industry. (20 marks)

QUESTION 3

- (a) Explain in five ways the significance of strategic planning in an organization within the hospitality industry. (10 marks)
- (b) Highlight any five (5) steps in the strategic management process. (10 marks)

QUESTION 4

Explain with examples, using a hospitality organisation of your choice, elements of the SWOT analysis. (20 marks)

QUESTION 5

Examine four (4) basic management functions in a hospitality organisation of your choice. (20 marks)

QUESTION 6

- (a) Outline any five (5) advantages and five (5) disadvantages of a functional organisation structure. (10 marks)
- (B) Explain any five (5) reasons for budgeting. (10 marks)

QUESTION 7

- (a) Describe any four (4) control methods available for an organisation. (10 marks)
- (b) Highlight six (6) procedures you would take to come up with the critical path methods in the planning of a complex project. (10 marks)

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