



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY- APRIL 2025 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 407

COURSE TITLE: HOSPITALITY ETHICS

DATE: APRIL 2025

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS COMPULSORY.
2. SECTION B: ANSWER ANY **OTHER TWO** QUESTIONS.
3. DO NOT WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

[30 marks]

Question one

CASE STUDY

Peter had been a human resource (HR) manager for eighteen years and vice president for two more years for Zydego Corporation, a small company in New Orleans. In the last decade, there have been many changes to what can be asked to a potential/actual employee and what constitutes fair and equitable treatment. Frankly, the situation Peter was in was partly his own fault.

The first issue began with a hurricane. After Hurricane Katrina, Zydego employees had been working around the clock to get the company up and running. The company had been calling all former employees (if they could locate them) to rehire them. Gwyn, one of Peter's managers, was planning on re-hiring Dana Gonzales but found out that Dana was pregnant. Because of the "rough" conditions of the workplace, Gwyn was concerned for Dana's safety. Gwyn feels that, if Dana is rehired, her hourly wages should be decreased by 25% because, as she said, "the entire group had exceeded their budget". Gwyn had asked some difficult questions, and Dana stated that if not rehired she would go to a competitor and expected the company to pay severance of two weeks' wages. In addition, Gwyn is concerned that Dana may not really be a US citizen because some of her documents appear to be questionable and possibly fake. The flooding destroyed the original documents, and although Gwyn has requested new documents, Dana has been slow in providing them.

Another issue is the hiring of truck drivers. Zydego hires many truck drivers and routinely requests driving records as part of the pre-employment process. Several of the potential hires have past DWI (Driving-While-under Influence (of alcohol)) records, but in all cases, it was over five years, and understand the consequences of another infraction. Gwyn has been hiring drivers with infractions, including DWI, to secure the number of drivers needed for the company. Gwyn is beginning to wonder if she is creating a potential risk for the company if any of these drivers are involved in an accident that relates to a repeat violation. From Peter, Gwyn needed guidance related to continuing these practices.

If it were only these issues, Peter would not be so concerned, but he is. The problem really started when Peter was still an HR manager, and it revolves around one "family". Guy Martin started working for Zydego twenty years ago. He was married, with two children, and had a mortgage. The family has had its ups and downs. On several occasions, Guy separated from his wife, and last year they divorced. But six months later they remarried one another. Guy was hired; Peter had made sure Guy's son who had asthma would be covered instead of being listed as a pre-existing condition. Peter also helped out the family several times when money was tight and provided Guy with overtime.

- (a) It is stated that "...in the last decade, there have been many changes to what can be asked to a potential/actual employee and what constitutes fair and equitable treatment". List FIVE (5) conditions which, under the Human Rights Code, a

prospective employee may NOT be required to disclose as a pre-condition for applying for a job. [5]

(b) Some of the drivers who were to be re-hired had a “record” of conviction for DWI, some of them five years old. Explain whether or not such drivers should be questioned over this during interviews. [5]

(c) Consider evidence from this article and decide whether Gwyn’s attitude towards Dana is ethical or unethical. [5]

(d) Peter ensured Guy’s son was not registered as a pre-existing asthma condition: was this ethical? Explain. [5]

(e) Given Gwyn’s worries about re-hiring truck drivers with a record for DWI, recommend, with reasons, acceptable monitoring for such drivers; [5]

(f) Gwyn is the current HR manager, should Peter disclose to her and the panel what he knows of the circumstances of Guy and his family? [5]

[Total=30 marks]

SECTION B: ANSWER ANY TWO [2] QUESTIONS

[2x20=40]

Question 2

The ultimate service ideal for the hospitality industry is to acknowledge that ethics and morality are inseparable elements of doing business and therefore service providers will test every decision against the highest standards of honesty, legality, fairness, impunity and conscience. Discuss how this ideal is translated in the course of service to:

- a) customers, [5]
- b) employees, [5]
- c) the environment and [5]
- d) the industry itself in general. [5]

[Total=20]

Question 3

Use **five (5)** reasons as examples to illustrate why it makes good business sense for an organization to invest in an ethical culture. [20]

Question 4

- a) Name and discuss any **TWO (2)** examples each of unethical employee conduct in the following work stations, and recommend. In each case, how Management should address them:
 - i) the kitchen; [5]
 - ii) total access staff stations [5]
- b) Would it be considered ethical for the employer to keep employees under surveillance? Justify your answer.

[10]

Question 5

In some instances the conduct of employees amongst themselves is unethical and may contribute to poor work performance.

- a) Discuss this phenomenon using **four (4)** examples; and [12]
- b) recommend the course for Management intervention. [8]

[Total=20]