



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY- APRIL 2025 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 307

COURSE TITLE: CROSS-CULTURAL MANAGEMENT

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

Question one

- a) Define organizational culture [5]
- b) Name any **five (5)** cross-cultural skills you would consider valuable for an employee in the hospitality and Tourism industry. [5]
- c) State challenges in the management of cultural diversity in the hospitality tourism and leisure industry. [5]
- d) State the **five (5)** key strategies for effective Communication in a multicultural setting [5]
- e) State and **briefly explain** why awareness of cross-cultures is relevant in the hospitality industry. [10]

[Total 30 marks]

SECTION B: ANSWER ANY TWO [2] QUESTIONS

[2x20=40]

Question two

- a) What do you understand by culture in organizations? [10]
- b) Do all organizations have a culture? Defend your answer. [10]

Question three

Using any **four (4)** examples, explain the concept of cultural synergy and discuss its advantages with special reference to the Hospitality and Tourism sector industry.

[20]

Question four

Discuss the impact of organizational culture on:

- a. Decision making process [5]
- b. Employee performance [5]
- c. Human resource management [5]
- d. Leadership [5]

[Total=20]

Question five

State and evaluate any **four (4)** advantages of multiculturalism in the tourism, hospitality, Tourism and Leisure sector workforce. [4x5marks=20 marks]

