

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM AND HOTEL MANAGEMENT**

BCHM 374: CROSS CULTURAL MANAGEMENT IN HOSPITALITY

STREAMS: BCHM (Y3S2)

TIME: 2 HOURS

DAY/DATE: FRIDAY 20/12/2024

2.30 P.M. – 4.30 A.M.

INSTRUCTIONS:

- Answer **All** Questions in **SECTION A** and **Any Two** in **SECTION B**
- Do not write anything on the Question Paper

SECTION A: [30 MARKS]

1. Define the following terms and explain its significance in the hospitality industry.
 - a. "intercultural management" [3 marks]
 - b. "organizational culture" [3 marks]
2. Briefly explain **THREE** reasons why hospitality managers should develop cross-cultural competence. [6 marks]
3. Briefly describe **THREE** common challenges faced by managers when communicating across cultures. [6 marks]
4. Briefly describe **TWO** key principles of cross-cultural negotiation and provide examples of how they can be applied in a global hospitality setting. [6 marks]
5. Briefly explain **THREE** ways in which national culture can impact organizational culture in hospitality management. [6 marks]

SECTION B: [40 MARKS]

6. a) Discuss **FOUR** key drivers of globalization and analyze how they influence the hospitality industry in terms of cross-cultural management. (12 marks)
- b) Explain **TWO** key opportunities and two challenges that globalization has created for effective communication across cultures in hospitality businesses, providing specific examples. (8 marks)
7. a) Discuss **THREE** distinct communication styles across different cultures their impacts on leadership in hospitality management, with examples from at least two cultural contexts. (12 marks)
- b) Discuss **FOUR** challenges that hospitality managers face when negotiating across cultures. (8 marks)
8. a) Discuss **FOUR** roles of cross-cultural competence in building and maintaining international hospitality brands. Analyze how it influences three factors of customer satisfaction and brand loyalty. (12 marks)
- b) Discuss **FOUR** key strategies for motivating a global workforce in the hospitality industry, focusing on intercultural considerations. (8 marks)
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