



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : Bachelor of Hospitality Management, Bachelor of Culinary Arts, Bachelor of Tourism Innovation and Development	
QUALIFICATION CODE: 07BHOM, 07BOTM, 07BCNA	LEVEL: 7
COURSE CODE: HRH610S	COURSE NAME: Human Resource Management for Hospitality and Tourism
SESSION: November 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. AAR Siebert
MODERATOR:	Enzy Ngondi Pewa Kaura-Ndjavera

INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

- Question 1** (5x2=10)
Briefly describe the factors that are likely to influence and impact upon the Namibian Hospitality and Tourism industry's workforce in the future.
- Question 2** (10)
What are the most striking differences between manufacturing and service businesses in terms of people management.
- Question 3** (4+8=12)
Differentiate between the distinctive characteristics of a service culture and those of a hospitality culture.
- Question 4** (10)
Describe the main elements that should be included in a job description.
- Question 5** (8)
State the main purposes of job descriptions.
- Question 6** (14)
Which company activities need to be developed in alignment with the Employer Branding message?
- Question 7** (5x2=10)
Companies must devise means of assessing the Return on Investment gained by adopting Employer Branding activities. Discuss the questions these companies should ask when determining Return on Investment related to Employer Branding.
- Question 8** (6x2=12)
"The pitfalls of ineffective interviewing techniques is a series of potential traps into which the inexperienced interviewer might fall." State and explain the potential traps the interviewer might face.
- Question 9** (7x2=14)
The application form is the traditional first step in most selection processes. Describe the purpose of, and scope served by a company's application form.