

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURE**

**2nd SEMESTER POP Exam Question (October/November) 2018**

**COURSE TITLE: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM**

**COURSE CODE: HCM 441**

**Credit Units: 2 Credit Units**

**Total Score: 70 marks**

**Time Allowed: 2hours**

**INSTRUCTION:**

***Answer question 1 (25 marks) Compulsory and any 3 question (15marks)***

**Question 1 (25 Marks)**

1. a.) Briefly explain The word “franchising”

b.) state five benefits of franchising in hospitality industry

c.) Explain Management contract, joint venture and their benefits in forming partnership

**Question 2 (15 Marks)**

1. a.) What do you understand by strategic Analysis

b.) In the economic environment, there are variables to be analyzed, list and explain the variables.

c.) Define strategic choice and implementation.

**Question 3 (15 Marks)**

a.) Define Hospitality and Tourism industry

b.) What are the Main characteristics of Hospitality and Tourism organization.

c.) In what area can strategic management help hospitality and tourism organization.

**Question 4 (15 Marks)**

a.) Explain the Origin of strategy and strategic management

b.) Define strategic management and describe the two distinct phases of strategic management

c.) List the types of school of thoughts available.

d)Explain 3 out of the school of thoughts listed

**Question 5 (15 Marks)**

a.) What is task environment and how does it influence the Firm

b.) who should analyze the external environment and how often

c.) Enumerate the five forces model used in analyzing the external environment

**Question 6 (15 Marks)**

a.) Enumerate the four main areas of Organizational functions

b.) What is Organizational Structure?

c.) State the three questions to note about stakeholders