



NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja

Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension,

2020_2 Examination

Course Title: Hospitality and Travel Management

Course Code: HCM348

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2 hr

INSTRUCTION: Answer compulsory question 1 (25 marks) and any other 3 questions (15 marks each)

QUESTION ONE

- 1a. State four (4) responsibilities of travel agents8%
- 1b. Give three (3) reasons why entrepreneurs always consider the climate of where they build their hotels6%
- 1c. State four (4) reasons why travelers patronize rail transport8%
- 1d. Classify travelers into two using Stanley Plog's classification3%

Total = 25%

QUESTION TWO

- 2a.** List the six information obtained on automated ticket boarding (ATB) 6%
- 2b.** State two (2) relevance of adoption performance evaluator by establishments/organization
.... 4%
- 2c.** State four (4) good effects brought by introduction of airplane as means of transportation
....5

QUESTION THREE

- 3a.** State four (4) activities of Economic cooperation6%
- 3b.** List four (4) front-of-house operations and four back-of-house processes in the hospitality and tourism industry 4%

3c. State five (5) ancillary services offered to guests by hotels 5%

QUESTION FOUR

4a. Explain the meaning of the four listed abbreviations and one function of each of them: WHO, IATA and FAAN 9%

4b. Explain four (4) benefits of introduction of computer reservation system (CRS) in hospitality and tourism industry..... 6%

QUESTION FIVE

5a. State four (4) advantages of the use of map over globe to study the earth .10%

5b. Explain the following four terms used in a map: legend, grid system, arrows and map scale 5%

QUESTION SIX

6a. List fourteen (14) qualities of a good leader ...7%

6b. Highlight six (6) services offered by cruise liners 3%

6c. State the items/activities used for the following sales tools:

i. display advertising, ii. publicity and iii. internal advertising 5%