



**2022\_1 POP Examination ...**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF TOURISM STUDIES**

**Course Title: HOSPITALITY AND TOURISM MANAGEMENT**

**Course Code: TSM 348**

**Course Unit: 2**

**Time Allowed: 2:00 hours**

**Instruction: Answer any three (3) Questions (All questions carry equal marks)**

1. (a) List three (3) parts of maps which makes map reading easy. **(3.3 marks)**  
(b) Describe three of the various segments of the Cruise Market **(12 marks)**  
(c) Itemize four (4) of the sets of fundamental needs through which motivation of pleasure travel can be classified. **(10 marks)**
2. (a) List any four (4) importance of the Computer Reservation System in the Hospitality and Tourism Industry **(8 marks)**  
(b) What are the characteristics of Oligopoly “Market Structure” in hospitality industry? **(3.3 marks)**  
(c) Outline eight (8) qualities of a leader in the Tourism industry. **(12 marks)**
3. (a) Write short note on the origin of the concept of Hospitality Management. **(3.3 marks)**  
(b) List out the factors that control fares in the travel industry? **(8 marks)**  
(c) Explain the concept of ticketing Hospitality Management **(12 marks)**
4. (a) List three (3) segments of the Cruise Market **(3.3 marks)**  
(b) Examine the ratings of hotels according to price **(10 marks)**  
(c) There are some set of needs necessary for pleasure travel motivation, discuss any five (5) **(10 marks)**