



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,

PoP Examination Questions, 2021 Academic Session...

Course Title: Hospitality and Tourism Management

Course Code: HCM 348

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2Hrs

INSTRUCTION: Answer 3 Questions Only.

QUESTION ONE

- 1a. Discuss the development of the hospitality and travel industry **(8marks)**
- 1b. Outline the historical development of the services rendered by the hospitality and travel industry? **(8marks)**
- 1c. Discuss the organisation of the hospitality and tourism industry **(8marks)**

QUESTION TWO

- 2a. Discuss the importance of the rail as a means of mass transportation and its relevance to accommodation **(8marks)**
- 2b. Discuss the revival and sustenance of the passenger rail system **(8marks)**
- 2c. Discuss the functions of World Bank in tourism development **(7marks)**

QUESTION THREE

- 3a. Discuss the sales focus of a good hotel administration 8 mks
- 3b. With aid of a flow chart, illustrate the recruitment and selection process 8marks
- 3c. Explain how you would assess the market potential and its forces on the marketing mix 7 marks

QUESTION FOUR

- 4a. Discuss the scope and functions of International Air Transport Association (IATA) **(7marks)**
- 4b. What are domestic and international flight fares **(6marks)**
- 4c. Discuss the importance of the computer reservation system in the hospitality and tourism industry **(10marks)**