



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: Course Title: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM

Course Code: HCM 441

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2 Hrs

INSTRUCTION: Answer 3 Questions Only

QUESTION ONE

- What are strategy formulation and implementation (5 marks)
- List the four main elements of strategic management (6 marks)
- List the three the aims of strategic formation process (3 marks)
- Differentiate between contingency and configurational views of strategic management (5marks)
- Mention any five factors that are used for effective strategy implementation (5 mks)

QUESTION TWO

- Define a stakeholder .(3 marks)
- List and explain the three general questions about stakeholders , when attempting to meet their needs. (12 marks)
- State 5 unique characteristics of hospitality and tourism organizations as depicted in the service sector organizations.(5 marks)
- State any 6 areas where strategic management can help tourism and hospitality organizations(3 marks)

QUESTION THREE

- What do you understand by business format franchising.(4 marks)
- Explain management contract in international hotel business. (3 ½ mks)
- State any five reasons why an operator might choose to enter into management contract.(7^{1/2} marks)
- Mention any three (3) processes of strategy making (3 marks)
- Explain structural analysis in a competitive environment (5marks)

QUESTION FOUR

- Planning approach views strategy formation as ----- (1 mark)

b. Describe any seven (7) schools of thoughts on strategic management.(14 marks)

c. Write short note on the following:

- i. Environmental hostility (3 marks)
- ii. Market hostility(3marks)
- iii. Environment turbulence. (2 marks)