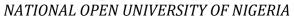
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University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension, PoP Examination Questions, 2021 Academic Session....

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

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

QUESTION TWO

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

QUESTION THREE

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

QUESTION FOUR

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

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- c. Write short note on the following:
 - Environmental hostility (3 marks)
 Market hostility(3marks)
 - ii.
- Environment turbulence. (2 marks) iii.