



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2021 EXAMINATION

Course Title: **Hospitality and Travel Management**

Course Code: **TSM 348**

Course Unit: **2**

Time Allowed: **2: 00hrs**

Instruction: Answer any three (3) Questions

Question (1a). List 8 major steps that good decision makers follow **(8 marks)**

Question (1b). Explain 6 distinguishing attributes each, between a manager and a leader as stated by Robins **(12 marks)**

Question (1c). Briefly differentiate between leadership and management **(3.3 marks)**

Question (2a). List four (4) market structures **(4 marks)**

Question (2b). In a tabular form, state the characteristics of the four (4) market structures listed **(12 marks)**

Question (2c). Describe three (3) characteristics that make the hospitality and tourism industry services unique **(7.3 marks)**

Question (3a). Enumerate and explain briefly two (2) types of fares **(2.3 marks)**

Question (3b). Briefly explain seven (7) issues on ticketing in domestic and international flight **(21 marks)**

Question (4a). Enumerate the responsibilities of travel agents **(12 marks)**

Question (4b). Briefly describe competitor in the hospitality and tourism industry **(2.3 marks)**

Question (4c). List and describe 6 sales tools **(9 marks)**