



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: 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

QUESTION ONE

- List and explain four main areas of Organization functions. (12 marks)
- What is the difference between the functional component and organizational level in internal environment of an organization. (2 marks)
- What is a joint venture? (3 marks)
- List the four forces that can be used to analyze the competitive environment.(4 marks)
- Define outcome (2marks)

QUESTION TWO

- What do you understand by strategic analysis ?(5 marks)
- List and explain the three (3) types of organizational structures that can be seen in the hospitalityand tourism organizations (12 marks)
- State any 6 questions that need to be addressed within the response profile of competitive organizations. (6 marks)

QUESTION THREE

- Describe the following:
 - Competitive strategies (3marks)
 - Competitive advantage (3marks)
 - Competitive set (3marks)
- Describe the importance of good strategy (3marks)
- List the three generic level strategies developed by Porter. (3mark)
- Outline 8 key factors that play vital roles in strategy formulation (8 marks)

QUESTION FOUR

- Mention seven (7) factors that are used for effective strategy implementation. (7marks)
- What do you understand by business format franchising?(4 marks)
- Explain management contract in international hotel business (4 marks)
- State any six (6) reasons why an operator might choose to enter into management contract. (9 marks)