



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, NNAMDI AZIKIWE EXPRESSWAY,
PLOT 91, CADASTRAL ZONE, JABI, ABUJA
Faculty Agricultural Sciences
Department of Agricultural Economics and Extension
First Semester POP Exam Question, 2019.

Course Title: STRATEGIC MANAGEMENT IN HOSPITALITY MANAGEMENT

Course Code: HCM441

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: 2 Hours

INSTRUCTION: Question one (1) is Compulsory (25marks) and any Three (3) questions (15marks)

- 1a. In terms of primary services, how can tourism organizations be categorized?
1b. What are some closely related, unique characteristics of Hospitality and tourism organizations as depicted in the service sector organizations? **25 marks**
2. Economic environment affects Tourism destinations and organization in terms of demand, supply and costs as well. Discuss **15 marks**
3. Highlight the main barriers to strategy implementation and change **15 marks**
4. Highlight the different types of pressures that large organizations operate under in highly dynamic and competitive environment. **15 marks**
5. Discuss how tourism organization analyze its resources and products or services in order to allow its strategic capability and to pursue its strategy. **15 marks**
6. How can you identify the quality of products and services offered to hospitality customer? **15 marks**