



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2024_2 EXAMINATION

Course Title: **Hospitality And Tourism Management**

Course Code: **TSM348**

Course Unit: **2**

Time Allowed: **2: 00hrs**

Instruction: Answer any three (3) questions, each question carry 23.3 marks

- 1a. Discuss three (3) major modes of transportation and their specific roles in promoting the hospitality and tourism industry. – **13.3 MARKS**
- b. Analyse the system modeling of hospitality operations vividly. - **10 MARKS**
- 2a. Elucidate the roles of property and reservation management systems in the hospitality and tourism industry. – **13.3 MARKS**
- b. Critically examine flight fares control in the hospitality and travel industry. - **10 MARKS**
- 3a. Outlines the potentials of hotel leaders and approaches to decision making, - **15.3 MARKS**
- b. Justify the terms marketing consortiums in the hospitality and tourism industry content. – **8 MARKS.**
- 4a. Discuss the various market structure applicable in the hospitality and tourism industry. – **13.3 MARKS**
- b. Hotels are segmented into different parts in the hospitality and tourism industry, Discuss. – **10 MARKS**