



DEPARTMENT OF TOURISM STUDIES
FACULTY OF SOCIAL SCIENCES
NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja
2025_2 EXAMINATIONS

Course Title: Hospitality and Tourism Management

Course Code: TSM 348

Course Unit: 2

Time Allowed: 2:00hrs

Instruction: Answer any three (3) questions only

Question 1:

- a. Describe the development of the hospitality and tourism industry. **(8 marks)**
- b. Narrate the revolution surrounding the births of restaurants. **(8 marks)**
- c. Highlight any three (3) factors responsible for the growth of the hospitality and tourism industry. **(7.3 marks)**

Question 2:

- a. State any five (5) peculiarities in relation to the principles in the promotion of marketing and sale of hospitality and tourism products. **(10 marks)**
- b. What do you understand by recruitment in the hospitality and tourism industry **(4.3 marks)**
- c. List six (6) the human resources management and development processes in the hospitality and tourism industry **(9 marks)**

Question 3.

- a. Write short notes on the following terms in relation to the hospitality and tourism industry.
i. People ii. Product iii. Package iv. Price v. Promotion
vi. Performance vii. Marketing Consortiums **(14 marks)**

- b. Enumerate three (3) major activities in hospitality and tourism product marketing planning. **(9.3 marks)**

Question 4.

- a. Identify the two (2) major aspects that make up the general systems model of hospitality operations. **(5 marks)**
- b. Highlight three (3) operations in each of the two (2) major aspects of the systems model of hospitality operations identified above. **(9 marks)**
- c. Discuss three impacts of changing travelling patterns and modes of travel on the hospitality industry. **(9.3 marks)**