



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH/APRIL 2015 EXAMINATION**

COURSE CODE: TSM342 **CREDIT UNIT:** 2
COURSE TITLE: CONCEPT, DESIGN AND FEASIBILITY
TIME ALLOWED: 2 HOURS

Instructions: 1. Attempt question Number one (1) and any other two (2).
2. Question number 1 is compulsory and carries 30 marks, while the other questions carry 20 marks each
3. Present all your points in coherent and orderly manner

1. List and explain in details five major steps of good decision makers
2. Discuss in details the five parts which maps have that help in reading them.
3. What are the five benefits of the franchisee
4. Mention and explain the five main types of front-of-house service style
5. What are the five sets of basic needs of motivation of pleasure travel