



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

COURSE CODE: TSM441

CREDIT UNIT: 2

COURSE TITLE: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM

TIME: ALLOWED: 2HRS

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

1a. With examples, discuss the various schools of thought of strategic management **(20 marks)**

1b. Briefly discuss the three processes of administration of strategic management **(10 marks)**

2a. With relevance examples, discuss in details any five of the characteristics of hospitality and tourism organization **(20 marks)**

3a. What is your perception of the term macro environments **(5 marks)**

3b. Give a detail account of the core macro environments in the hospitality and tourism industry **(15 marks)**

4. Give a detail account of any five of the following concepts in strategic management:

A. Strategic Alliance

B. Franchising

C. Management Contracts

D. Joint Ventures

E. Strategic Management

F. Technological Environment

Four marks each **(20 marks)**

5. Discuss with example the challenges of strategic management in the hospitality and tourism context **(20 marks)**