



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**MAY/JUNE 2012 EXAMINATION**

TSM 348 Hospitality and Tourism Management

Time Allowed: 2hrs

Instruction: Attempt any 3 questions of your choice. Each question carries 23.3 marks. Present your answer legibly and logically using relevant examples.

- 1a. Mention and explain the various segments of the cruise market.
- b. Discuss the importance of cruise ships as a means of transportation to the hotel and tourism industry.
- c. With the aid of a diagram, explain the recruitment and selection process.
  
- 2a. Explain the term ticketing.
- b. State the THREE types of reservation system and also explain each.
- c. Who is a travel agent and mention the responsibilities of a travel agent
  
- 3a. What is market structure.
- b. Using a table describe the characteristics of a market structure.
- c. Enumerate SIX differences between a leader and a manager.
  
- 4a. Enumerate the EIGHT steps that are essential in decision making.
- b. Give a detailed explanation of a map.
- c. Mention THREE Regulatory organizations and their roles.

5a Briefly describe what destination Management companies and their functions.

b. State and describe various classification of hotels.

c. Mention SIX benefit of franchising to a franchisee.