



2021\_2 EXAMINATION<sup>5678</sup>  
NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES

**COURSE TITLE:** Strategic Management in Hospitality and Tourism

**COURSE CODE:** TSM 441

**COURSE UNIT:** 2

**Time Allowed:** 2:00 hrs

**Instruction:** *Answer any three (3) questions*

Question 1

- (1a). List two types of strategic management phases **(2marks)**.
- (1b). Explain the two types of strategic management phases listed in 1a. **(18.3 marks)**
- (1c). Briefly differentiate between a mission and a goal statement in relation to an organization management **(3 marks)**

Question 2

- (2a) List six (6) pressures associated corporate strategy in relation to adding value in large hospitality and tourism firms in Nigeria. **8 marks**
- (2b. Enumerate ten (10) barriers to implementation strategy in hospitality and tourism firms. **15.3 marks**

Question 3

- (3a). Strategic management process can be administered at three major levels in relation to an organization management. Name them. **6 marks**
- (3b). Explain the three level of administration mentioned in 3(a) above. **15. 3 marks**
- (3c). Describe briefly the basis of a good strategy in relation to an organization management **2 marks**

Question 4

- (4a) Outline five (5) characteristics of hospitality and tourism organization. **3 marks**
- (4b) Explain four (4) of the characteristics named in 3(a) above **20.3 marks**