



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE: 27BHMN	LEVEL: 7
COURSE CODE: DMH 420S	COURSE NAME: DEVELOP AND MANAGE SMALL HOSPITALITY PROPERTY
SESSION: JAN 2020	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	MR. G. CLOETE
MODERATOR:	MRS. C. SUNDE

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination Paper

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including front page)

Question 1

What do you understand by the following Terms? Please be specific and clear.

(20)

1.1 Brand Image (4)

1.2 Culture (2)

1.3 Product Differentiation (2)

1.4 Lobby (2)

1.5 Internal Variants (2)

1.6 Facade (2)

1.7 Entrepreneurship (4)

1.8 Assets (2)

1.9 NPV (2)

Question 2

There are various forces that have an impact on entrepreneurship. Describe the forces that have an impact on entrepreneurship, in particular Hospitality & Tourism Establishments.

(8)

Question 3

The majority of all organizations have organizational diagrams/charts outlining the scope of authority, responsibility etc. Illustrate the organizational chart for a design and building Contractor.

(8)

Question 4

Discuss briefly the costs, time and quality equation.

(6 x2 =12)

Question 5

Before anybody can develop a small hospitality business it is vital to ensure that certain conditions prevail. Critically evaluate the conditions necessary for the development of a small hospitality property/business.

(8x2=16)

Question 6

Discuss the objectives of renovation in Hotels, Lodges, Bed and Breakfasts and why this is essential for owners and managers especially in the Hospitality Industry? What is the effect of this to the business?
(5x2=10)

Question 7

Guests need a breakaway and for this reason tourist space is vital and important. The requirements for space standards in a hospitality establishment will vary subject to location. Discuss the most common factors that impact on space standards?
(10)

Question 8

The success of any hotel is dependent upon well-trained staff and maintained policies & procedures. This is even more acute in a new hotel development. Critically discuss the factors that you would take into consideration when staff need to be trained.
(16)

Good Luck!!

[100 Marks]

-----The End-----