



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF HOSPITALITY & TOURISM**

<b>QUALIFICATION: BACHELOR OF HOSPITALITY MANAGEMENT</b>	
<b>QUALIFICATION CODE: 27BHMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: DMH 420S</b>	<b>COURSE NAME: DEVELOP AND MANAGE SMALL HOSPITALITY PROPERTY</b>
<b>SESSION: NOV 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MR. G. CLOETE
<b>MODERATOR:</b>	MRS. C. SUNDE

<b>INSTRUCTIONS</b>
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**

Examine the following key terms and distinguish clearly in your own words the use of each. **(20)**

1.1 Branding (4)

1.2 IRR (2)

1.3 Mix Used Developments (2)

1.4 Equity Capital (2)

1.5 Unrealistic Time Scales (2)

1.6 Budget (4)

1.7 Asset Management (2)

1.8 Design Brief (2)

### **Question 2**

The Hospitality Concept plays a vital role in all Hospitality and Tourism Businesses especially in the area where the business is situated. Critically discuss the Hospitality Concept giving examples from Hospitality and Tourism! **(18)**

### **Question 3**

“It has been noted that in certain areas many entrepreneurs shine amongst long term businessmen”. Discuss the characteristics that would ensure entrepreneurs prosper amongst other businessmen!

**(12)**

### **Question 4**

Developing Small Hospitality Properties is thought-provoking. The challenges of attracting and retaining qualified workers in Namibia and beyond, is now becoming increasingly a global challenge in all segments of the market. Discuss the causes that contributed to these challenges and provide solutions. **(10)**

**Question 5**

Refreshing or repositioning of Hospitality and Tourism organizations is of most importance in today's era. Critically discuss factors hoteliers should focus on to stay abreast apart from focusing on Online Travel Associations (OTA's). **(10x2=20)**

**Question 6**

TRAVELCLICK has identified future trends from their Hotels survey that are especially important to hotels globally as they move out of the economic downturn and begin to improve their growth figures. Discuss these future trends globally in Hotels! **(10x2=20)**

Good Luck!!

**[100 Marks]**

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