



**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: JAN 2020</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

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

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

**PERMISSIBLE MATERIALS**

1. Examination Paper

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

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**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 )**

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**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-----