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| QUALIFICATION: Bachelor of Tourism Innovation & Development | |
| QUALIFICATION CODE: 07BTID | LEVEL: 7 |
| COURSE: Tourism Distribution Management | COURSE CODE: TDM710S |
| DATE: June 2019 | SESSION: PAPER 1 |
| DURATION: 2 Hours | MARKS: 100 |

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Ms Uaarukapo Tjitunga

MODERATOR: MS. Florence Haufiku

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES

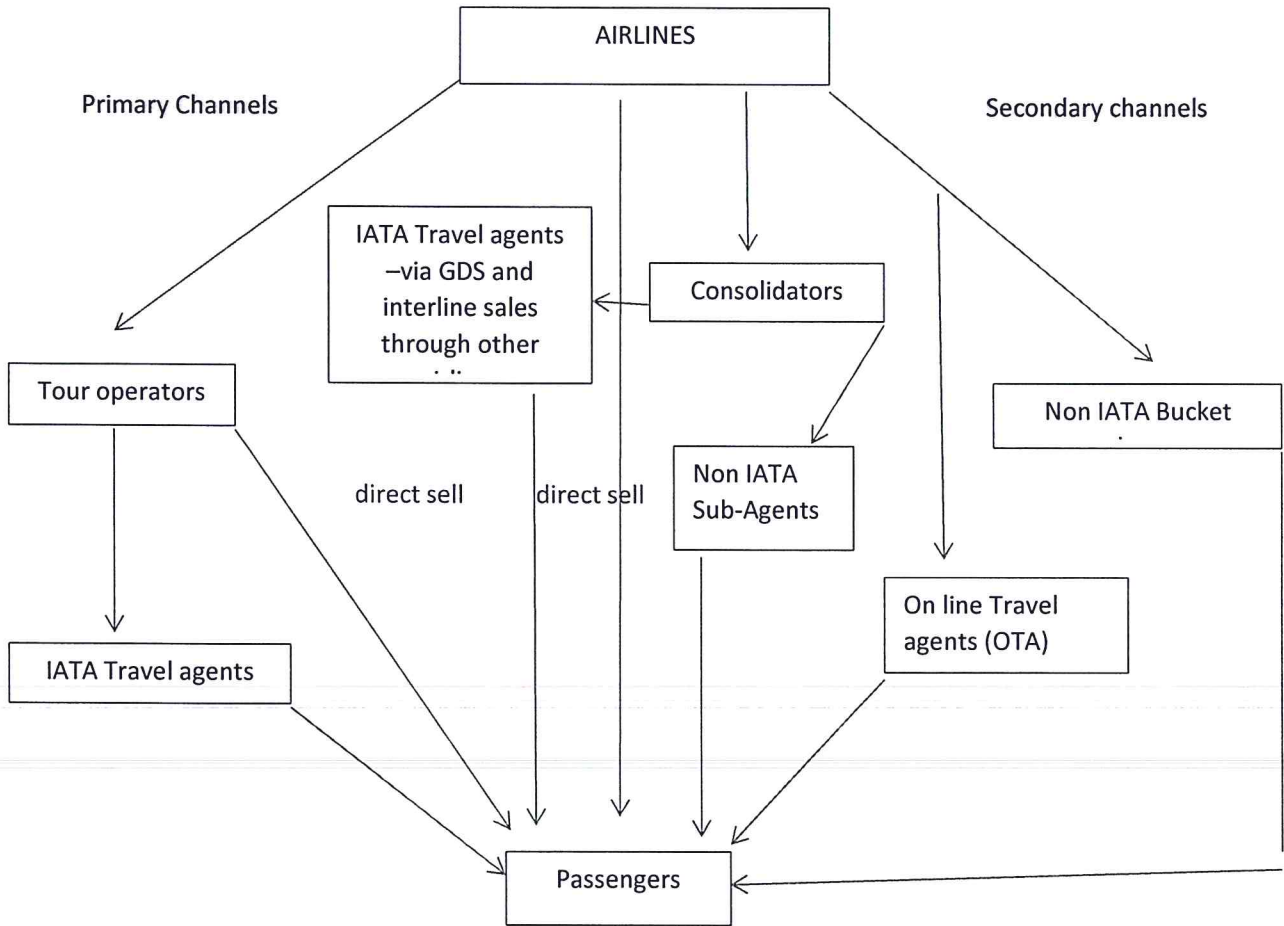
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INSTRUCTIONS

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable

1. Name and explain five factors that a supplier should consider when deciding on the most appropriate means of distribution. **20 marks**

2. With reference to the graph below, explain how an airline can maximise sales depending on the products on sale. **20 marks**



3. Information technology plays a crucial role in tourism distribution. Evaluate the importance of information technology to the tourism product distribution. **20 marks**

4. Analyse the challenges and conflicts within the tourism distribution channels. **20 marks**

5. "Without the distribution channels the producers within the tourism industry will find it hard to sell their products to the public. Discuss this contention in relation to the role of the distribution channels within the tourism industry. **20 marks**