



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Tourism
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Tourism Management
<b>MODULE CODE</b>	TRM1AA1
<b>SEMESTER</b>	First
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Supplementary Summative Assessment Opportunity July 2020

<b>ASSESSMENT DATE</b>	TBC	<b>SESSION</b>	TBC
<b>ASSESSOR(S)</b>	Dr MM Lebambo		
<b>MODERATOR(S)</b>	Ms Mashapa		
<b>DURATION</b>	2 hours	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	9
---	---

**INFORMATION/INSTRUCTIONS:**

---

- This is a closed-book assessment.
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.

---

**QUESTION 1**

**[30]**

**Below are multiple choice questions: Choose the correct answer by writing the correct letter on your answer sheet.**

1. \_\_\_\_\_ is the total production of a country.
  - a. Gross Market Price
  - b. Gross Domestic Product
  - c. Total Cost
  - d. Operating Cost
  
2. According to the Small Business Act, a micro business employs between
  - a. One and ten employees
  - b. 11 and 50 employees
  - c. Only two employees
  - d. Five and fewer employees
  
3. Which term correctly describes the following definition: An arrangement whereby one person/business grants another independent party the right to sell the business's products/services according to certain guidelines?
  - a. Agency
  - b. Franchising
  - c. Joint venture
  - d. Government grant
  
4. Competitions is part of the \_\_\_\_\_ environment
  - a. micro
  - b. market
  - c. macro
  - d. business

5. The \_\_\_\_\_ environment is governed by the demographics of the population.
  - a. Social
  - b. Economic
  - c. Political
  - d. Financial
  
6. Which of the following types of business structures should not be more than 20 members?
  - a. Partnership
  - b. Sole proprietorship
  - c. Company
  - d. Close corporation
  
7. Which of the following functions is responsible for the promotion of a positive impression of the business in the external environment
  - a. Marketing function
  - b. Financial function
  - c. General management function
  - d. Public relations function
  
8. According to the National Small Business Amendment Act, small scale entrepreneurs is defined as a business with the following employees:
  - a. ONE to ten employees.
  - b. 11 to 49 employees.
  - c. Five or fewer employees.
  - d. Only 20 employees.
  
9. Population growth is an example of \_\_\_\_\_ variable, in the \_\_\_\_\_ environment.
  - a. Social, in the, market
  - b. Social, in the, macro
  - c. Social, in the, market
  - d. Social, in the, market and micro

10. Entrepreneur's ability to have confidence in themselves and their businesses and carry on in spite of setbacks is an example of:
- Positive attitude and approach
  - Creativity and innovation
  - Perseverance
  - Willingness to take risks
11. Corporate entrepreneurship is defined as:
- The creation of a business within an existing large business, by using new ideas and opportunities.
  - The development of a value adding process through adjusting existing ideas.
  - The creation of corporate companies that uses the resources of the existing company to develop products.
  - The development of a business unit that uses new resources to generate new ideas.
12. The market environment consists of competition and suppliers of materials and services
- True
  - False
13. \_\_\_\_\_ refers to a continual rise in the prices of products and services.
- Interest rates
  - Inflation
  - Trade cycles
  - Variable cost
14. Technical skills refers to the ability to work well with people.
- True
  - False
15. Which of the following is NOT a feature of the macro-environment of an organisation?
- Social factor

- b. Mission statement
- c. Economic factors
- d. Political factors

16. Which one of the following is not amongst the eight functions of a business?

- a. Financial and general management function
- b. Marketing and human resource function
- c. Purchasing and marketing function
- d. Cooperative and purchasing function

17. \_\_\_\_\_ refers to the fundamental and unique purpose of a business and identifies its products and services, as well as its customers.

- a. An objective
- b. Mission statement
- c. Vision statement
- d. Business plan

18. Being open-minded, flexible and quick learners is an example of \_\_\_\_\_ in the characteristics of entrepreneurs.

- a. Positive approach
- b. Creativity and innovation
- c. Determination
- d. Perseverance

19. CIPC refers to:

- a. Companies and Intellectual Companies Registration Office
- b. Companies and Intellectual Property Commission
- c. Companies and Internet Property Commission
- d. Companies and Interest Rates Property Commission

20. Which one of the following statements most appropriately defines an entrepreneur?

- a. A business manager that takes risk,

- b. A person who manages an existing business or franchise without ensuring growth
- c. A person who is appointed by the owner of a business as a manager,
- d. A person who is highly innovative, ensures business growth and takes calculated risks.

21. Which one of the following does NOT form part of the external factors that an entrepreneur must be aware of?

- a. Economic conditions.
- b. International forces.
- c. Technological changes.
- d. The mission and objectives of the business.

22. Population growth is an example of \_\_\_\_\_ variable in the macro environment

- a. Social environment.
- b. Economic environment.
- c. Technological environment.
- d. Physical environment.

23. Which of the following statement is untrue?

- a. Corporate entrepreneurship is also a form of entrepreneurship
- b. Intrapreneurship is the creation of a business within an existing large business
- c. Corporate entrepreneurship does not make it possible for large business to adapt to changes in the market entrepreneurially
- d. The new business in intrapreneurship is an autonomous business

24. \_\_\_\_\_ refers to manual work that can be learnt, for example becoming an electrician.

- a. Skills
- b. Expertise
- c. Aptitude
- d. None of the above

25. Using technologically advanced communication channels to expand and establish business in another country as an entrepreneur is an example of?
- International force
  - Physical variable
  - Technological changes
  - Political and legislative variables
26. Partnership is a form of business with the following members?
- Single individual owner
  - 2 to 20 people
  - 1 to 50 people
  - 1 to 10 people
27. Sole proprietorship is a form of business with the following members?
- Single individual owner
  - 2 to 3 people
  - 1 to 50 people
  - 1 to 10 people
28. Which of these is not micro environment?
- Suppliers
  - Customers
  - Competitors
  - None of the above
29. Two to 100 people form a partnership
- True
  - False
30. Feasibility study examines the \_\_\_\_\_.
- potential of the idea
  - profitability of the idea
  - capital outlay of the entrepreneur
  - entrepreneurs' skills

**QUESTION 2**

**(10)**

Fill in the missing words below:

1. \_\_\_\_\_ are a form of accommodation that involves guests bringing along their own mobile accommodation.
2. All features created by human activity is called \_\_\_\_\_
3. The meetings, exhibitions and conventions are part of \_\_\_\_\_ sector of tourism.
4. \_\_\_\_\_ refers to assets required to start and operate a tourism venture.
5. \_\_\_\_\_ is derived from Greek word "entreprendre" meaning undertake.
6. People's lifestyles, ethnics, urbanization and culture form part of the \_\_\_\_\_ environment.
7. A South African marketing campaign aimed at promoting domestic tourism is called \_\_\_\_\_.
8. Aspects such as money supply, inflation, market rates form part of the \_\_\_\_\_ environment.
9. A manager's ability to use their knowledge, skills and expertise is called \_\_\_\_\_ skills.
10. \_\_\_\_\_ plans are formulated by top-level management.

**QUESTION 3**

**[30]**

3.1 Discuss the six common functional areas in a tourism and hospitality organisation

(6x2=12)

3.2 Using a table, differentiate between a small business owner and an entrepreneur

(8)



**QUESTION 4**

**[30]**

4.1 Management entails directing activities to achieve predetermined goals and objectives through the optimal utilisation of resources. Briefly explain the three levels of management and give an example of each using positions in the tourism or hospitality businesses. (10)

4.2 There are many skills required to be a good manager. However, there are three most important ones required in the tourism and hospitality industry, briefly explain them. (3x2=6)

4.3 Briefly explain at least four sub-environments of the macro environment (4x2=8)

4.4 Define the following terms:

4.4.1 Basic survivalists entrepreneur (2)

4.4.2 Feasibility study (2)

4.4.3 Marketing function (2)

**GRAND TOTAL [100]**