



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APB/APK
MODULE NAME	Travel and Tourism Management 1A
MODULE CODE	TTM11B2
SEMESTER	2
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2020

ASSESSMENT DATE	11/11/2019	SESSION	12:30-14:30
ASSESSOR(S)	Mr VE Ntimane		
MODERATOR(S)	Mr S Sibisi		
DURATION	120 Minutes	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- **There are 6 questions. Answer all questions.**
- 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.

SECTION A QUESTION 1

**[20 MARKS]
[2×10=20]**

Choose the correct options (A, B, C or D)

1.1 One of the activities of the human resource management function is to:

- a. Prepare a business plan for the company.

- b. Ensure a continuous flow of human resources to the business.
- c. See to the day to day running of the business.
- d. Pay everyone a decent wage.

1.2 The creation of any new job opportunity starts with:

- a. Determining the work that has to be done.
- b. Placing a person in a position and then training them.
- c. Employing people, and then determining who can be used in the business.
- d. Employing people because they need a job.

1.3 The responsibility for motivating an employee in the workplace lies with:

- a. The employer.
- b. The employee personally
- c. The HR department.
- d. All of the above

1.4 The performance objective of an operation are related to the numerous customer/client needs. Which of the following is not one of these performance objective

- a. Higher quality and lower cost
- b. Shorter lead time
- c. Low variability and low adaptability
- d. Lower variability with regard to specifications

1.5 An effective and efficient operation can give a business many advantages. Which one of the following is not one of these advantages?

- a. It can reduce the cost of making the product or offering the service.
- b. It can reduce the amount of investment needed to the type and quality of product or offer the service required.
- c. It can be decisive for the general reputation of the business unless the customer/client is not regarded as focal point in operations management
- d. It can improve productivity and it can help the business to satisfy the needs of its customers/clients more effectively.

1.6 Operations management functions consist of four functions

- a. Operations planning
- b. Operations leading
- c. Operations control
- d. Operations organising

1.7 Segmenting a population according to their annual income, occupation and lifestyle would fall under which type(s) of consumer segmentation base(s)?

- a. Geographic, demographic, psychographic and behavioural segmentation.

- b. Geographic, demographic and psychographic segmentation.
- c. Demographic and psychographic segmentation.
- d. Behavioural segmentation.

1.8 When the product is no longer familiar to the market, there are competing products in the market and the marketer has to actively create demand for the product, the product is said to be in the:

- a. Introductory phase
- b. Growth phase
- c. Maturity phase
- d. Decline phase

1.9 The size of the product range or number of services offered is called:

- a. Variability
- b. Validity
- c. Variety
- d. Variation

1.10 An advantage of internal recruitment is:

- a. The responsibility for employment will be carried by the employees.
- b. That no advertising will need to be done.
- c. Career planning becomes possible for employees.
- d. None of the above.

SECTION B

[80 MARKS]

QUESTION 2:

- 2.1 The output produced during the operation process can either be product or service. Distinguish between the characteristics of **product** and **service**. For each explanation provide practical examples within the tourism industry. (8)
- 2.2 While the basic purpose of all operations is similar in that they transform inputs into outputs, the processes may differ fundamentally. Discuss four with clear examples(4) ways in which the processes may differ. (2×4=8)
- 2.3 Explain what human resource planning entails and further outline the four phases in which it is divided into. Provide examples how these phases are applied in the workplace. (6)
- 2.4 Discuss four (4) primary responsibilities of a human resource manager. Further indicate how as a manager within the tourism organisation would make sure that you carry these responsibilities successfully. (4)
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- 2.5 Discuss in your own understanding and supporting with examples the advantages and disadvantages of recruitment from outside the organisation. (8)
- 2.6 There are four principles in the marketing concept, which is the ethical code according to which the marketing task is performed. Explain and indicate with examples how you would ensure that principle **of consumer orientation and profitability** are implemented in a tourism business as a marketing manager. (6)
- 2.7 Read the woolworths case study below in order to answer the following questions:
- 2.7.1 List all the material and service purchased by woolworths (5)
- 2.7.2 Make conclusion about the way procurement is managed(planned, organised and controlled) (5)
- 2.7.3 Explain the possible quality description method Woolworths will use to buy foodstuff such as prepared meals, fresh vegetable and dairy products. (5)
- 2.7.4 Use the Woolworth case study to explain and illustrate the disadvantage of holding too much and too little inventory (10)
- 2.7.5 Explain in your own words how woolworths intends improving on their clothing business (5)

Woolworths' share price has returned 227% cumulatively over the last five years as at 13 June 2012, which equates to 27% per annum. As a comparison, the Retail sector on the JSE Index gained 116% over the same time frame. Over the last year period (as at 13 June 2012), the stock returned 75%, which means it outperformed its Retail sector peers by 35%, and the JSE Index by 66%. Looking at 2011 in particular, the food business grew ahead of expectation, with groceries up by 28% in the second half of 2011 alone, and long-life products up by 15% in the same period. Clothing performance however has been below par, and the chain is taking steps (such as reducing merchandise cycle by eight weeks) to rectify this. The success of the food business is in no small part attributable to the long-term relationships that Woolworths has developed with farmers and suppliers. This helps in managing in-store food inflation as well as product development. It is a symbiotic relationship whereby both Woolworths and its suppliers benefit from improved volumes. This is a time when consumers are under siege from a barrage of price increases (such as electricity, petrol, rates, etc.) and Woolworths have moved to provide key value lines to try and retain customers who feel the pressure to trade down. They also hope to attract customers who ordinarily might not shop at Woolworths Food, including their own clothing customers. Woolworths have also shown excellent cost control and have focused on productivity both in store and head office. As an example, they implemented better systems to improve stock availability and reduce stock holdings, thus increasing service while reducing running costs.

Source: Heath, T. 2012. 'Stock Pick – Woolies'. Stanlib Standpoint. Vol 2.

- 2.8 Discuss with own practical examples three ways (categories) in which we can segment the market. (6)
- 2.9 There are four stages of product life cycle namely, introductory, growth, maturity and decline phase. Briefly explain how marketing activities will differ in each of the stage using a choice of your product and focusing on price, sales/profit and advertising. (8)