



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Tourism Management
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Travel and Tourism Management 1B
<b>MODULE CODE</b>	TTM11B2
<b>SEMESTER</b>	2
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Supplimentary Summative Assessment Opportunity Decemebr 2020

<b>ASSESSMENT DATE</b>	TBC	<b>SESSION</b>	TBC
<b>ASSESSOR(S)</b>	MR VE NTIMANE		
<b>MODERATOR(S)</b>	MR S SIBISI		
<b>DURATION</b>	120 Minutes	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	5
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#### INFORMATION/INSTRUCTIONS:

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- This is a closed-book assessment.
- Question paper must be handed in
- There are 6 questions. **Answer all 6 question all questions.**
- Answer each question in a separate book.
- 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

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- 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.

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## **SECTION B**

**[80 MARKS]**

### **QUESTION 2: OPERATIONS MANAGEMENT**

**[20]**

- 2.1 The output produced during the operation process can either be product or service. In a tabular format, distinguish between the characteristics of **product** and **service**. (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 (4) ways in which the processes may differ. (2×4=8)
- 2.3 Differentiate between the concepts of **operations functions** and **operations- management process**. (4)
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**QUESTION 3: HUMAN RESOURCE MANAGEMENT** **[20]**

- 3.1 Discuss four (4) primary responsibilities of a human resource manager. (4)
- 3.2 Explain what human resource planning entails and further outline the four phases in which it is divided into. (6)
- 3.3 Outline three different method that can be used to collect information for job analysis. (3)
- 3.4 Tabulate the advantages and disadvantages of recruitment form outside the organisation. (7)
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**QUESTION 4: MARKETING MANAGEMENT** **[24]**

- 4.1 There are four principles in the marketing concept, which is the ethical code according to which the marketing task is performed. Explain and indicate how you would apply the **principle of consumer orientation** in a tourism business. (6)
- 4.2 Identify and briefly discuss four variables used by marketing management when making decisions regarding a product/service. (4)
- 4.3 Market segmentation is the process in which the total heterogeneous market is divided into smaller, more homogeneous groups with relatively uniform needs or characteristics. Discuss three different approaches to market segmentation. (2×3=6)
- 4.4 In order for market segmentation to be meaningful, there are different criteria or requirements that must be met by that particular market. Discuss these criteria. (2×4=8)
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**QUESTION 5: PURCHASING AND SUPPLY MANAGEMENT** **[16]**

**Read the case study below before attempting to answer the questions that follow.**

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.

- 5.1 Explain the possible quality description methods Woolworth will use to buy foodstuff such as prepared meals, fresh vegetables and dairy products. (4)
- 5.2 List the steps in the purchasing cycle and use the case of Woolworths as an example to explain the steps the business will follow when purchasing fashion goods /apparel. (12)