



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SUPPLEMENTARY EXAMINATION FOR CERTIFICATE IN HOSPITALITY AND
TOURISM OPERATIONS

CHTO 020: ENTREPRENEURSHIP IN HOSPITALITY

DATE: 16/10/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

This paper consists of two sections. Answer all the questions in section A and any other two in section B

SECTION A (COMPULSORY)

1. a) Define the following terms
 - i) Entrepreneur
 - ii) Entrepreneurship
 - iii) Motivation
 - iv) Business opportunity
 - v) Business plan (10 marks)
- b) State the FIVE importance of self employment to individual. (5 marks)
- c) Differentiate between the internal and external motivation. (2 marks)
- d) Outline THREE characteristics of a good business opportunity. (3 marks)
- e) State FIVE causes of early business failure. (5 marks)
- f) Enumerate FIVE characteristics of an entrepreneur (5 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS (40 MARKS)

2. (a) Describe the importance of business plan in a business enterprise (10 marks)
- (b) Explain FIVE sources of finance for a business. (10 marks)

3. (a) In each case discuss two advantages and disadvantages of the following
- i) Sole-proprietorship
 - ii) Partnership
 - iii) Limited company (12 marks)
- (b) Explain FOUR functions or roles of the entrepreneur in business. (8 marks)
4. (a) Explain the FIVE types of entrepreneur. (10 marks)
- (b) Describe giving examples myths associated with entrepreneurship in Kenya (10 marks)
5. (a) Explain THREE theories governing entrepreneurship (6 marks)
- (b) Describe SEVEN factors inhibiting entrepreneurial growth in developing countries (14 marks)