



MACHAKOS UNIVERSITY
CERTIFICATE YEAR ONE SEMESTER TWO
CERTIFICATE ENTREPRENEURSHIP

CHTO 020: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

Instructions to candidates

Answer question **1** and any other **two**.

- 1 a) Distinguish between an entrepreneur and entrepreneurship. 4 mks
 - b) Outline 6 advantages of sole proprietorship. 6mks
 - c) Describe the following types of entrepreneurs
 - i. Craft
 - ii. Opportunistic
 - iii. acquirer
 - iv. buy and sell artist
 - v. ego oriented 2mks each=10
 - d) State any 5 benefits of business planning. 5mks
 - e) Outline 5 disadvantages of salaried employment. 5mks.
- 2 a). Describe the formation of partnership enterprises.10 mks

b). Explain 5 qualities of a good business opportunity. 10 mks

3a) Explain the stages of a business life cycle. 10 mks.

b. Explain any 5 benefits of preparing a business plan. 10mks

4) a. State any 6 advantages and 4 disadvantages of self employment. 10mks

b) Describe the following characteristics of successful entrepreneurs.

i. Independent

ii. Flexible

iii. Innovator

iv. Risk taker

v. Resilience

10mks

5a) Explain any five major components of a business plan. 10 mks

b) Explain the importance of entrepreneurial culture to an enterprise 10mks

Machakos University College

School of Hospitality and Tourism

End of semester 1 yr 1 Exams 2016/2017

Entrepreneurship in Hospitality and Tourism CHTO 020

Instructions to candidates

Answer question 1 in section A and any two in section B.

Section A

- 2 a) Distinguish between an entrepreneur and entrepreneurship. 4 mks
- b) Describe the following types of entrepreneurs
- i. Ego oriented
 - ii. Craft
 - iii. Opportunistic
 - iv. Buy and sell 2mks each
- c) State the qualities of a business plan. 5mks
- d) Outline five advantages of self employment. 5mks
- e) Distinguish between.
- i Business ideas and business opportunities 4mks
 - ii. Sole proprietorship and partnership businesses 4mks

Section B

- 2 a) Define the term business culture. 2mks
- b) Describe the formation of a business culture. 8mks
- c) Describe the factors to consider when choosing sources of business finance. 10 mks
- 3a) Describe the following characteristics of successful entrepreneurs.
- i. Time conscious
 - ii. Future oriented
 - iii. Tough minded
 - iv. Independence
 - v. Flexible 10mks
- b). Explain 5 characteristic of a good business opportunity. 10 mks
- 4a) State 12 sources of business finance in Kenya 12 mks
- b) Illustrate the business life cycle 8mks
- 5 a) Advice a neighbor on how to assess a good business opportunity. 10mks
- b) Briefly explain 5 benefits of a business plan. 10mks