



MACHAKOS UNIVERSITY

End of term 2 exams 2018/2019

TVT 2802: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

INSTRUCTIONS TO CANDIDATES

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

- 1 a) Distinguish between sole proprietorship and partnership. 4 mks
- b) Outline 6 advantages of sole proprietorship. 6mks
- c) Describe the procedure of starting an enterprise 10 mks
- 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 5advantages of partnership. 10 mks
- 3a) Explain the stages of a business life cycle. 10 mks.
- b. Explain any 5 benefits of preparing a business records. 10mks
- 4) a. State any 10 marketing activities in small enterprises. 10mks
- b) Describe the following business support services.
 - i. Insurance
 - ii. Banking
 - iii. Legal services

iv. Market support services 10mks

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

b) Explain the market process 10mks

