



MACHAKOS UNIVERSITY

CERTIFICATE YEAR ONE SEMESTER TWO

CERTIFICATE ENTREPRENEURSHIP

Entrepreneurship in Hospitality and Tourism CHTO 020

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 oriented2mks 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

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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