



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

**THIRD YEAR SECOND SEMESTER SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

BHT 411: ENTREPRENEURSHIP

DATE: 29/7/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

Question one

It was on Sunday morning when Zam the CEO of Mavema Restaurant realized that most employees were not reporting to work on time and morning services were poorly being conducted. This was causing customer complaints as the few employees on duty could not meet the customer expectations.

This made him to plan to have a meeting with all employees to understand the problem better. A meeting was held and majority of the employees reported that, they were being overworked and they did not have competency on the most of the duties they were carrying out.

The CEO thanked them for the information took time to analyze the skills needed and promised to train them on the needed competencies and introduced shifts at work to enable the employees to work for normal hours per day.

By the end of the second month after the change, the employees were internally motivated to doing their work and business performance had improved.

Required;

- a) Analyze the competencies required by an entrepreneur to carry out day to day business activities. (10 marks)
- b) Discuss five challenges faced by small businesses. (8 marks)
- c) Analyze the steps to follow when making decisions. (8 marks)
- d) Advise on the importance of business planning. (4 marks)

QUESTION TWO

- a) Economic factors contribute to business growth, Discuss five economic factor that influence entrepreneurial behaviour. (10 marks)
- b) Advise a young entrepreneur on the steps to follow when starting a business. (10 marks)

QUESTION THREE

Business planning contribute to the success of a business, Explain the content of the following;

- i) Marketing plan. (8 marks)
- ii) Organization plan. (6 marks)
- iii) Operational plan. (6 marks)

QUESTION FOUR

There are different types of businesses, Discuss the advantages and disadvantages of the following;

- a) Sole proprietor (10 marks)
- b) Partnerships (10 marks)

QUESTION FIVE

- a) Discuss the factors to consider when analyzing a good business idea. (10 marks)
- b) Analyze seven different types of entrepreneurs. (10 marks)