



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY

DIPLOMA IN HOSPITALITY MANAGEMENT

DIPLOMA IN INFORMATION SCIENCE

DIPLOMA IN FASHION DESIGN

DIPLOMA IN SOCIAL WORK

ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

DATE: 17/4/2019

TIME: 2.30-5.30 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

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| 1 | a) | Distinguish between sole proprietorship and partnership. | (4 marks) |
| | b) | Outline 6 advantages of sole proprietorship. | (6 marks) |
| | c) | Explain any five major components of a business plan. | (10 marks) |
| | d) | State any 5 sources of business finance. | (5 marks) |
| | e) | Outline 5 disadvantages of salaried employment. | (5 marks) |
| 2 | a). | Describe the formation of partnership enterprises. | (10 marks) |
| | b). | Explain 2 types of business records. | (10 marks) |
| 3 | a) | Explain the stages of a business life cycle. | (10 marks) |
| | b. | Explain any 5 benefits of preparing a business plan. | (10 marks) |
| 4 | a. | State any 6 advantages and 4 disadvantages of self employment. | (10 marks) |
| | b) | Explain five ways of managing the enterprise resources | (10 marks) |

- 5 a) Describe the following marketing activities in a small enterprise
- i. promotion
 - ii. Target marketing
 - iii. pricing
 - iv. The product (2.5marks each=10)
- b) Explain the importance of entrepreneurial culture to an enterprise (10 marks)