



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY

CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION

CERTIFICATE IN INFORMATION SCIENCE

CERTIFICATE IN FASHION DESIGN

CERTIFICATE IN SOCIAL WORK

ENTREPRENEURSHIP

DATE: 17/4/2019

TIME: 2.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

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

Examination Irregularity is punishable by expulsion

- 3 a) Explain the stages of a business life cycle. (10 marks)
- b) Explain any 5 qualities of a business plan. (10 marks)
- 4) a) State any 6 advantages and 4 disadvantages of self-employment. (10 marks)
- b) Describe the following characteristics of successful entrepreneurs.
- i. Independent
- ii. Flexible
- iii. Innovator
- iv. Risk taker
- v. Resilience (10 marks)
5. a) Explain any five major components of a business plan. (10 marks)
- b) Explain the importance of entrepreneurial culture to an enterprise (10 marks)



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CERTIFICATE IN FOOD AND BEVERAGE MANAGEMENT

CHTO 020: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

DATE: 18/4/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.
 - a) Distinguish between an entrepreneur and entrepreneurship. (4 marks)
 - b) Describe the following types of entrepreneurs
 - i. Ego oriented
 - ii. Craft
 - iii. Opportunistic
 - iv. Buy and sell (2 marks each)
 - c) State the qualities of a business plan. (5 marks)
 - d) Outline five advantages of self employment. (5 marks)
 - e) Distinguish between.
 - i. Business ideas and business opportunities (4 marks)
 - ii. Sole proprietorship and partnership businesses (4 marks)

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