

MACHAKOS UNIVERSITY

END OF YR 2 SEM 2 EXAMS 2018/2019

DHTM 029: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

INSTRUCTIONS TO CANDIDATES

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

- 1 a) Distinguish between an entrepreneur and an intrapreneur. 4 mks
b) Define the term entrepreneurship. 2mks
c) Describe the following types of entrepreneurs
 i. Craft
 ii. Opportunistic
 iii. acquirer 2mks each
d) State any 5 benefits of business planning. 5mks
e) Outline five advantages of sole proprietorship. 5mks
f) Distinguish between.
 i. Business ideas and business opportunities 4mks
 ii. Self employment and salaried employment 4mks
- 2 a). Describe the formation of partnership enterprises.10 mks
b). Explain 5 qualities of a good business opportunity. 10 mks
3a) State any 6 advantages and 4 disadvantages of starting a business from the scratch. 10mks
b. Describe Maslow's theory of motivation. 10mks
- 4) a. Explain 5 characteristics of a good government policy for small enterprises. 10 mks
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 business ethics. 10 mks

School of Hospitality and Tourism

End of semester 1 yr 1 Exams 2016/2017

Entrepreneurship in Hospitality and Tourism CHTO 020

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