



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

..... YEAR SEMESTER EXAMINATION FOR

..... (TVET)

ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

DATE:

TIME:

INSTRUCTIONS

Answer Question One and Any Other Two Questions

- | | | | |
|----|------|--|------------|
| 1 | a) | Distinguish between sole proprietorship and partnership. | (4 marks) |
| | b) | Outline 6 advantages of sole proprietorship. | (6 marks) |
| | c) | Describe the procedure of starting an enterprise | (10 marks) |
| | 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 advantages of partnership. | (10 marks) |
| 3 | a) | Explain the stages of a business life cycle. | (10 marks) |
| | b) | Explain any 5 benefits of preparing a business records. | (10 marks) |
| 4) | a) | State any 10 marketing activities in small enterprises. | (10 marks) |
| | b) | Describe the following business support services. | |
| | i. | Insurance | |
| | ii. | Banking | |
| | iii. | Legal services | |
| | iv. | Market support services | (10 marks) |
| 5. | a) | Explain any five major components of a business plan. | (10 marks) |
| | b) | Explain the market process | (10 marks) |