



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DHTM 029: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

DATE: 11/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

SECTION A

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|---|------|--|-----------|
| 1 | a) | Distinguish between an entrepreneur and a businessman. | (4 marks) |
| | b) | Define the term entrepreneurial motivation. | (2 marks) |
| | c) | Describe the following types of entrepreneurs | |
| | i. | Craft | |
| | ii. | Opportunistic | |
| | iii. | Buy and sell | (6 marks) |
| | d) | Briefly explain 5 benefits of business planning. | (5 marks) |
| | e) | Outline five advantages of self employment. | (5 marks) |
| | f) | Distinguish between. | |
| | i. | Business ideas and business opportunities | (4 marks) |
| | ii. | Sole proprietorship and partnership forms of business | (4 marks) |

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

- 2 a) Explain the different stages an enterprise would need finances and state the sources of business finance at each stage (12 marks)
- b. Describe 4 challenges faced by women entrepreneurs in Kenya. (8 marks)
- 3 a) Explain the formation of partnership enterprises. (10 marks)
- b) Explain 5 qualities of a good business opportunity. (10 marks)
4. a) Outline 5 qualities of a good government policy for small enterprises. (10 marks)
- b) Cite 4 advantages of a public limited company. (4 marks)
- c) Highlight three characteristics of successful entrepreneurs (6 marks)
5. a) Explain the components of a business plan. (15 marks)
- b) Outline five disadvantages of self-employment (5 marks)
6. a) Explain the importance of business ethics. (15 marks)
- b) Briefly explain 5 benefits of modern technology in enterprises. (5 marks)