



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DHTM 029: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 an intrapreneur. (4 marks)
 - b) Define the term entrepreneurship. (2 marks)
 - c) Describe the following types of entrepreneurs
 - i. Craft
 - ii. Opportunistic
 - iii. acquirer (2 marks each)
 - d) State any 5 benefits of business planning. (5 marks)
 - e) Outline five advantages of sole proprietorship. (5 marks)
 - f) Distinguish between.
 - i. Business ideas and business opportunities (4 marks)
 - ii. Self employment and salaried employment (4 marks)
2.
 - a) Describe the formation of partnership enterprises. (10 marks)
 - b) Explain qualities of a good business opportunity. (10 marks)
3.
 - a) State any 6 advantages and 4 disadvantages of starting a business from the scratch. (10 marks)

- b) Describe Maslow's theory of motivation. (10 marks)
4. a) Explain 5 characteristics of a good government policy for small enterprises. (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 business ethics. (10 marks)