

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND  
HOSPITALITY MANAGEMENT**

**DTHM 0272: ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY**

**STREAMS: DTHM Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 24/09/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS**

- **Answer all questions in section A and any two in section B**
- **Do not write anything on the question paper**

**SECTION A (30 MARKS)**

1. Briefly explain five sources of capital for an entrepreneur in the hospitality industry. [5 marks]
2. Explain five types of entrepreneurs in the hospitality industry. [5 marks]
3. Briefly explain five contributions of entrepreneurs in Kenya's economy. [5 marks]
4. Explain five challenges facing women entrepreneurs in Kenya's hospitality environment. [5 marks]
5. Discuss five factors that favor entrepreneurship in the tourism industry. [5 marks]
6. Briefly explain five forces that influence that growth of entrepreneurial ventures in Kenya. [5 marks]

**SECTION B (40 MARKS)**

7. (a) Describe the entrepreneurial process that enables entrepreneurs to set up business ventures in Kenya. [12 marks]  
(b) Explain four reasons as to why start-up businesses may fail in the tourism sector. [8 marks]

8. (a) Identify and explain any five likely risks to a small tourism business. [10 marks]  
(b) Explain five purpose of a business plan in a business venture. [10 marks]
9. (a) Describe the lifecycle of an entrepreneurial venture in the tourism industry. [10 marks]  
(b) Discuss five contemporary issues facing tourism enterprises in Kenya. [10 marks]
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