

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA/EMBU**

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

DTHM 0251: THE BUSINESS OF TOURISM

STREAMS:DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 24/09/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS

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

SECTION A (30 MARKS)

1. Briefly describe the consumer buying process of tourism product in a destination. [6 marks]
2. List SIX advantages of a limited company that may influence your decision on choosing this form of business. [6 marks]
3. Explain FOUR types of tourism demand. [4 marks]
4. Briefly explain SIX components of a partnership deed that may be used in decision making process in partnership business. [6 marks]
5. Explain four disadvantages of sole proprietor over other forms of business. [4 marks]
6. State FOUR tourist supply elements. [4 marks]

SECTION B (40 MARKS)

7. Discuss the advantages and disadvantages of partnership business. [20 marks]
8. (a) Discuss the importance of laws in tourism business operation in Kenya. [10 marks]
(b) Explain various characteristics of tourism product. [10 marks]

9. Discuss the role of government in tourism and travel business development.

[20 marks]
