

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU

SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA
IN TOURISM AND HOSPITALITY MANAGEMENT

DTHM 0252: TOURSIM INTERNAL AND EXTERNAL ENVIRONMENT

STREAMS: DTHM (Y2S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any other TWO in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Differentiate between the two types of business environment influencing tourism firms
[3 marks]
2. Explain FIVE reasons why it is important to analyze business environments in tourism.
[5 marks]
3. Briefly explain internal environment factors influencing tourism industry success
[3 marks]
4. Highlight the types of resources an organization must consider during environmental analysis
[5 marks]
5. Highlight THREE roles of environmental analysis
[3 marks]

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6. Briefly describe FOUR determinants of supplier powers in the tourism industry [4 marks]
7. Briefly explain the importance of organizational mission in managing the influence of environment forces on the success of firms [5 marks]

SECTION B (40 MARKS)

8. With the aid of a well labeled diagram describe the environmental structure of the tourism industry. [20 marks]
9. Describe the influence of the competitive environment on the success of firms [20 marks]
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