

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

BECO 372/371: ENTREPRENEURSHIP IN TOURISM INDUSTRY

STREAMS: BTOM Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Do not write on this paper.**
- **Answer all questions in section A and any two in section B.**

SECTION A

1. Provide four valid meanings of the 'entrepreneur.' (4 marks)
2. Describe briefly the requisite traits and competences of a successful entrepreneur the tourism industry. (6 marks)
3. Describe briefly four ways in which the Kenya Tourism Board (KTB) is a critical organization in the success of entrepreneurship in Kenya tourism industry. (4 marks)
4. Describe briefly the key components that constitute a feasibility study for prospective business opportunity in the tourism industry. (6 marks)
5. Explain briefly the main determinants in the choice of source of business finance for an ongoing tourism business. (5 marks)
6. Outline the key strategies that an entrepreneur can adopt to avoid business failure in a tourism enterprise. (5 marks)

SECTION B

7. (a) Discuss the key motivations behind global mergers and acquisitions in the tourism industry in the 21st Century. (20 marks)

- (b) Explain the process through which imaginative entrepreneurs in the tourism industry germinate ideas, nurture them and develop them successfully. (10 marks)
8. Describe the key features of franchising and demonstrate why it's a superior business format in the tourism industry. (20 marks)
9. Describe the core ideology behind the economic theories of entrepreneurship and the possible ways in which they can be applied in promoting tourism entrepreneurship. (20 marks)
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