

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN ECOTOURISM**

BECO 372: ENTREPRENEURSHIP IN TOURISM INDUSTRY

STREAMS: BECO Y3S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 14/04/2020

2.30 PM – 4.30 PM

INSTRUCTIONS:

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

SECTION A

1. Explain briefly the relevance of the following in generating business ideas
 - (i) Brainstorming [2 marks]
 - (ii) Lateral thinking [2 marks]
 - (iii) Analysis of needs [2 marks]
2. Describe briefly five essential qualities that a tourism entrepreneur should identify in a business opportunity. [5 marks]
3. Outline the five benefits that potential sponsors and funders derive from a well written business plan. [5 marks]
4. Justify the need for entrepreneurial financé in new tourism ventures. [5 marks]
5. Give five reasons that would make you recommend to a new venture to opt for equity other than debt financing. [5 marks]
6. Why is the tourism fund a critical body in the development of tourism entrepreneurship in Kenya.? [4 marks]

SECTION B

7. Analyze how major changes in the political, social, technological, economic and legal environment could create opportunities for entrepreneurs in the tourism industry.

[20

marks]

8. Discuss the various 'micro' views that explain the entrepreneurial thought and how they can be used as a tool for enhancing entrepreneurship in the tourism industry in Kenya.

[20

marks]

9. Discuss five major challenges and emerging issues that have impacted on new tourism venture creation in Kenya and the possible solutions.

[20 marks]
