

**UNIVERSITY EXAMINATIONS****EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM  
MANAGEMENT AND BACHELOR OF HOTEL MANAGEMENT****BECO 372: ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY INDUSTRY****STREAMS: BTOM/BCHM Y4S1****TIME: 2 HOURS****DAY/DATE: FRIDAY 20/12/2024****8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

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

**SECTION A (30MARKS) – ANSWER ALL QUESTIONS**

1. Outline five contributions of entrepreneurship to economic development. (5marks)
2. Describe briefly four managerial functions of an entrepreneur in a tourism business. (4marks)
3. Describe briefly five areas in which a hospitality business can introduce innovation. (5marks)
4. Briefly describe five elements that lenders and investors use to evaluate the creditworthiness of businesses seeking financing. (5marks)
5. Explain briefly six critical areas that a well formulated feasibility study for a hotel business should address. (6marks)
6. Highlight five importance of planning in a tourism business. [5Marks]

**SECTION B (40 MARKS) - ANSWER ANY TWO QUESTIONS**

7. Mentioning relevant examples, describe the contents of a standard business plan for a prospective tourism venture. (20marks)
  8. Describe the areas of financial needs in a hotel business and the key considerations in the choice of sources of the required financial resources. (20marks)
  9. (a) Describe the important issues entrepreneurs should consider when they are evaluating the various forms of business ownership. (10 Marks)  
(b) Explain why you would encourage to entrepreneurs to embrace mergers and amalgamations as a modern business formation. (10 Marks)
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