

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF HOTEL MANAGEMENT**

BTOM 461: ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY INDUSTRY

STREAMS: BCHM Y42S

TIME: 2 HOURS

DAY/DATE: TUESDAY 18/4/2023

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- a) Do not write anything on the question paper.
- b) Answer ALL questions in Section A and any TWO questions in Section B

SECTION A: (30 MARKS) - ANSWER ALL QUESTIONS

1. Provide four brief explanations why a business plan is a critical document in the process of entrepreneurship. (4 marks).
2. Describe briefly the four schools of thought that exemplify the macro view of entrepreneurship. (4 marks)
3. Describe briefly five components that constitute the criteria lenders and investors use to evaluate the credit worthiness of businesses seeking financing. (5 marks)
4. Describe briefly six factors that influence choice of the form of business ownership. (6 marks)
5. Describe briefly four ways in which the Kenya Association of Hotel Keepers and Caterers (KAHC) is a critical organization in the success of entrepreneurship in hospitality industry. (4 marks)
6. Outline five principal areas of innovation in a hotel business. (5 marks)

SECTION B (40 MARKS) – ANSWER ANY TWO QUESTIONS

7. Chuka University intends to establish a lodge within the Kairini Conservancy and you have been tasked to undertake a comprehensive feasibility study on their behalf. Using appropriate examples, describe the fundamental elements to be contained in the feasibility analysis for this new venture. (20 marks)
8. Compare and contrast ‘Taylorism’ and ‘Fayolism’ as possible management approaches in an accommodation establishment. (20 marks)
9. (a) Describe the various types of cooperative networks or consortia that have been developed in modern hotel sector and the key motivations behind their emergence. (8 marks)
- (b) Explain the key motivations behind the emergence of mergers and acquisitions as opposed to stand-alone hotel establishments. (12 marks)
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