



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

SHT 411: ENTREPRENEURSHIP IN HOSPITALITY & TOURISM

DATE: 12/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

- a) Differentiate entrepreneurship from entrepreneurial behaviour. (2 marks)
- b) Explain four ways of identifying a business opportunity (8 marks)
- c) Briefly explain entrepreneurial culture. (2 marks)
- d) Examine how markets determine the success of an enterprise. (8 marks)
- e) Describe FIVE functions of the entrepreneur in a society. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain the self –evaluation methods that an entrepreneur can adopt to analyze his competitiveness in the market. (10 marks)
- b) Describe clearly any five entry requirements into self-employment. (10 marks)

QUESTION THREE (20 MARKS)

- a) Most small scale enterprises carry out the trading activities at a central location. Outline FIVE measures an entrepreneur would take to gain a competitive edge over her competitors (10 marks)
- b) Explain the steps the government of Kenya has taken in order to promote entrepreneurship. (10 marks)

QUESTION FOUR (20 MARKS)

Assuming that you have the necessary financial resources as an entrepreneur identifying a business activity you will pursue in your area of expertise, explain clearly the reasons and the process of identifying the activity.

QUESTION FIVE (20 MARKS)

- a) Describe FIVE internal factors that may motivate a person to become an entrepreneur. (10 marks)
- b) The entrepreneur has been recognized as a major contributor in the achievement and attainment of national development goals. Discuss. (10 marks)