

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF TOURISM AND HOTEL MANAGEMENT**

**BTHM 241: TOURISM INTERNAL AND EXTERNAL ENVIRONMENT**

**STREAMS: BTHM Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 16/12/2014**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO  
QUESTIONS IN SECTION B**

**SECTION A**

1. Outline four reasons why a tourism firm should carry out internal analysis. [4 marks]
2. Explain briefly how suppliers affect decision making in a tourism business. [5 marks]
3. Outline the FIVE core functions in the administration of tourism as a business. [5 marks]
4. Briefly explain the three subcategories of strategy according to Mintzberg. [6 marks]
5. Differentiate between internal and external environment of a firm. [4 marks]
6. State and explain three types of business units. [6 marks]

**SECTION B: ANSWER TWO QUESTIONS**

7. You have been recently appointed the manager of sun and Sand Beach hotel at the Kenyan coast. Your first assignment is to carry out a macro-environmental analysis for the hotel. Describe how you would carry out the task. [20 marks]
8. Discuss the following concepts in tourism internal and external environment
  - (a) Positive impacts of legislation to the tourism industry. [10 marks]
  - (b) Ways to equip employees as powerful organizational resources. [10 marks]

9. (a) Discuss the main economic variables that affect a tourism business organization.  
[10 marks]
- (b) Discuss how hospitality and tourism organizations can sustain competitiveness.  
[10 marks]
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