

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRDYEAR EXAMINATION FOR TH AWARD OF DEREE OF BACHELOR OF  
WILDLIFE AND ENTERPRISE MANAGEMENT

TOHM 352: ENTREPRENEURSHIP IN ECOTOURISM AND HOSPITALITY  
INDUSTRIES

STREAMS: WIEM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 13/12/2017

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 (COMPULSORY) [30 MARKS]

QUESTION ONE

Highlight the advantages of entrepreneurship

- (a) To an individual [3 Marks]
- (b) To the nation [3 Marks]

QUESTION TWO

Briefly state any six (6) characteristics of a successful entrepreneur. [6 Marks]

QUESTION THREE

State any six (6) guiding factors of an entrepreneur. [6 Marks]

QUESTION FOUR

Briefly explain the key elements of an entrepreneur. [6 Marks]

QUESTION FIVE

Briefly state the importance of entrepreneurship in the tourism and hospitality industry. [6 Marks]

**SECTION B ANSWER ANY TWO QUESTION [40 MARKS]**

**QUESTION SIX**

- (a) Mention and explain the factors favouring growth of entrepreneurship in Kenya. [10 Marks]
- (b) Explain the advantages of franchising to the entrepreneur. [10 Marks]

**QUESTION SEVEN**

- (a) Explain the role and functions of an entrepreneur in economic development. [10 Marks]
- (b) Discuss the reasons for failure of small tourism and hospitality business. [10 Marks]

**QUESTION EIGHT**

- (a) Explain the benefits of entrepreneurship to an organization. [10 Marks]
  - (b) Explain the factors affecting entrepreneurs in the tourism sector. [10 Marks]
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