

**2017\_1 Exam**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF TOURISM STUDIES**

**COURSE TITLE: TOURISM ENTREPRENEURSHIP**

**COURSE CODE: TSM 442**

**CREDIT UNIT: 2**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

**QUESTION 1 (23MARKS)**

Briefly discuss the under listed special management problems of small entrepreneurial and family firms.

1. Founders as Managers
2. Problem of Time Pressure
3. Managers and Decision Making

**QUESTION 2 (23MARKS)**

1. Identify with explanations the stages of growth in entrepreneurial ventures
2. Identify and explain six (6) advantages of tourism in the concept of economic conditions and environmental concerns.

**QUESTION 3 (23MARKS)**

Briefly discuss the under listed types of entrepreneurial ventures

1. Marginal Firms
2. The Craftsman entrepreneur
3. The Opportunistic Entrepreneur

**QUESTION 4 (23MARKS)**

1. Identify and explain the disadvantages of tourism in the concept of economic conditions and environmental concerns*.*
2. List five main components of a computer system.
3. State the three special contribution of entrepreneur venture business.

**QUESTION 5 (23MARKS)**

1. List at least five (5) features of craft man entrepreneur.
2. What is strategy?
3. Described three types of strategy.
4. Enumerate at least three (3) basic element of strategic management