



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences, Kaduna
Department: Agricultural Economics and Extension
2020_2 Examinations ...

Programme: Hotel and Catering Management

Time allowed: 2hrs

Level: 400

Course Code: HCM 442

Course Title: Tourism Entrepreneurship

Credit Unit: 2

Instruction: Answer four Questions Only Question one is compulsory.

- 1a. State the major groups purposes for tourists and travelers Visitation and travel (5mks)
- 1b. Identify the specific measures of Tourism demands (5mks)
- 1c. Enumerate the basic forms of Tourism (5mks)
- 1d. Outline five concept of Entrepreneurship (5mks)
- 1e. Itemise some Entrepreneurial rewards (5mks)
- 2a. Discuss five special management problems of small entrepreneurial and family firm (5mks)
- 2b. Define Visitor and tourist in five ways (5mks)
- 2c. List five types of Entrepreneurial Ventures (5mks)
- 3a. Graphically display the basic elements of strategic management (5mks)
- 3b. What are the 4 DS of an Entrepreneurship with one major reason why an Entrepreneurship demands a hard work. (5marks)
- 3c. Explain triggering events and mention some possible triggering events (5mks)
- 4a. Outline five sub-stages of small business development (5mks)
- 4b. Discuss five special contributions of Entrepreneurial Tourism ventures to the economy (5marks)
- 4c. State five Entrepereneur Tourism challenges (5mks)
- 5a. Enumerate the factors and skills responsible for better managements of Entrepreneur Ventures in Tourism (5mks)
- 5b. What are the factors contributing to declining adequacy and liquidity of working capital (5marks)

- 5c. Identify five new products created by Entrepreneurial Ventures and firms (5marks)
- 6a. Sight five areas in which an organization might establish its goals and objectives (5marks)
- 6b. State the features of craftsman Entrepreneur. (5mks)
- 6c. Outline five outside pressures that can beset Tourism (5mks)