

## 2021\_1 EXAMINATION ... NATIONAL OPEN UNIVERSITY OF NIGERIA FACULTY OF SOCIAL SCIENCES DEPARTMENT OF TOURISM STUDIES

Course Title: **Tourism Entrepreneurship** 

Course Code: TSM 442

Course Unit: 2

Time Allowed: 2:00 hrs

**Instruction:** Answer any three (3) Questions

Question (1a): List seven (7) major challenges an entrepreneur may experience in business (3.5 marks)

**Question** (1b): Explain seven (7) major challenges an entrepreneur may experience in business (10.5 marks)

**Question (1c):** The International Conference on Travel and Tourism Statistics (1991) meeting had three primary aims. Explain (9.3 marks)

Question (2a): Define the term 'Strategy' (5.3 marks)

**Question (2b):** Write short notes on the following:

i. Corporate strategies (6 marks)

ii. Business strategies (6 marks)

iii. Functional strategies (6 marks)

Question (3a): Explain the term 'Tourism' (5.3 marks)

Question (3b): Explain the three classifications of entrepreneurial roles (18 marks)

Question (4a): Define the term 'Computer' (4.3 marks)

**Question (4b):** What are the three main reasons why there were increases in the use of computer system by small businesses (12 marks)

Question (4c): List seven steps that company should take when considering the purpose of a computer (7 marks)