



**FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2020_1 EXAMINATIONS**

Course Title: TOURISM ENTREPRENEURSHIP

Course Code: TSM 422

Course Unit: 2

Time Allowed: 2:00hrs

Instruction: Answer any three (3) Questions (All questions carry equal marks)

Question One (1)

1(a) Define the term *Tourist* according to UNWTO **4.4 marks**

(b). Explain the major groups purposes for tourists and travelers and travel. **8.4 marks**

(c) State and explain TSA assessment of economy of the demand of goods and services by visitors. **10.5 marks**

Question Two (2)

(a) Describe your understanding of entrepreneurial team. **6.4 marks**

(b) Explain the stages of growth cycle in entrepreneurial venture. **12.5 marks**

(c) Identify the problem of time pressure. **4.4 marks**

Question Three (3)

(a) What is strategy? **4.4 marks**

(b) Identify strategies and their functions in entrepreneur venture. **12.5 marks**

(c) How will Information Technology (IT) apply as tool to entrepreneurial small business? **6.4 marks**

Question Four (4)

(a) Identify good entrepreneurial characteristics. **18.7 marks**

(b) Outline the basic reasons for computer application for entrepreneurial ventures and small business.

4.5marks

Question Five (5)

(a) Identify the causes of entrepreneurial ventures failures. **15.5 marks**

(b) Describe the factors that contribute to declining working capital in entrepreneurial ventures **4.4 marks**

(c) Enumerate the factors that contribute to declining profits in entrepreneurial ventures **3.4 marks**