



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2009/2010

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (HOSPITALITY AND TOURISM)

HTM 311: ENTERPRISE DEVELOPMENT IN HOSPITALITY AND TOURISM

DATE: MONDAY, 12TH APRIL 2010

TIME: 8.00 A.M. - 10.00 A.M.

INSTRUCTIONS: ATTEMPT ALL QUESTIONS IN SECTION “A” AND ANY TWO
IN SECTION “B”.

SECTION A: 30 MARKS

ATTEMPT ALL QUESTIONS.

1. Identify any FIVE (5) important characteristics of entrepreneurs and show how they contribute to the success of an enterprise. (10 marks)
2. Outline any FOUR (4) factors that would indicate that an entrepreneur is planning for profitability in their enterprise. (6 marks)
3. Make a distinction between the main features of the following business forms:
 - a) Individual proprietorship
 - b) Partnership business(4 marks)
4. Explain any FIVE (5) possible indicators that point to the fact that an enterprise is in good financial health. (10 marks)

SECTION B: (40 MARKS)

ATTEMPT ANY TWO QUESTIONS.

5. a) Identify the main methods of business growth strategies that a hospitality and tourism enterprise can opt for. (10 marks)
- b) As an entrepreneur explain how you would employ any Two (2) types of integration in an attempt to grow your enterprise. (10 marks)
6. a) Using an example of your choice explain some of the opportunities and challenges that you may face as you engage in a hospitality and tourism enterprise. (10 marks)
- b) What structures would you put in place to effectively manage your staff in the above enterprise? (10 marks)
7. a) Assuming you are expanding your business to serve a new market segment, explain ways in which you would conduct a market analysis. (10 marks)
- b) Describe the business model you would adapt for your above enterprise and give reasons for your choice. (10 marks)
