



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND HOSPITALITY**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 2113-1**

**COURSE TITLE: TOURISM BUSINESS  
ENVIRONMENT**

**DATE: 6/12/2023**

**TIME: 0830-1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

*Answer all questions in **SECTION A** and any other two in **SECTION B***

## **SECTION A 20 MARKS**

1. Giving examples for each, what do you mean by business opportunity and business threats. **(6marks)**
2. Assuming you are facilitating a training on economic challenges faced by entrepreneurs in tourism industry, explore some of the components of economic environment **(5marks)**
3. Distinguish between macro and micro environment **(4marks)**
4. Explain how Porters five force model may impact on your business operation **(5 marks)**

## **SECTION B 30 MARKS**

5. Outline measures to be taken by a businessman in Narok County to improve on internal environment **(15marks)**
6. Explore five ways in which COVID-19 negatively affected business operations in the hotel and hospitality industry in Kenya and elsewhere in the world **(15marks)**
7. Analyze reasons for ethical practices in business for an entrepreneur conducting business in tourism industry **(15marks)**
8. Discuss the roles and responsibilities of intermediaries in tourism sector of the economy in Kenya **(15marks)**

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