



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND HOSPITALITY
BACHELOR OF HOSPITALITY MANAGEMENT**

**COURSE CODE: HHM 4250-1
COURSE TITLE: ENTREPRENEURSHIP**

DATE: 22/4/2024

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in **Section A** and any other **TWO** questions in Section B

SECTION A (20MARKS)

QUESTION ONE

- i) “A business model and value proposition canvas are prerequisites for a viable business innovation.” Elaborate this statement using five distinct points **(5mks).**
- ii) Explain 5 contributions of entrepreneurship to the growth of a nation **(5mks)**
- iii) Describe five roles that the government may take up to promote entrepreneurship **(5mks)**
- iv) Business ideas are intangible assets that should be protected at all costs. Enumerate five ways through which an entrepreneur can protect their innovation or invention **(5 mks)**

SECTION B (40 MARKS)

QUESTION TWO

For one to start and be successful in operating a small-scale enterprise there should be a good environment within the industry and the market for the smooth operations of the business. Explain **(15 marks)**

QUESTION THREE

Using Maslow’s Hierarchy of Needs as a theoretical backing, discuss how an entrepreneur can develop innovative and disruptive products and services for the Hospitality industry **(15 marks)**

QUESTION FOUR

- a) Discuss the role of Entrepreneurship Development Organizations in supporting hospitality MSMEs **(10 Marks)**
- b) Describe the various types of business incubators available in Kenya **(5 marks)**

QUESTION FIVE

Illustrate the components of a sales pitch for a hospitality business

(15 marks)

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