



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 139**

**COURSE TITLE: TOURISM ENTREPRENEURSHIP**

**DATE: 29. 4. 2019**

**TIME: 2.30PM – 4.30PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

**SECTION A: ANSWER ALL QUESTIONS (25 MKS)**

1.)

a.) Define;

- i.) Tourism enterprises (2Mks)
- ii.) Tourism entrepreneur (2Mks)
- iii.) Tourism entrepreneurship (2Mks)
- iv.) The Business Plan (2Mks)
- v.) Customer service (2Mks)

b.) Describe any 10 (Ten) tourism-related businesses. (5Mks)

c.) Briefly, describe the components of a business plan. (5Mks)

d.) Name the Commandments of Customer Care in Tourism Entrepreneurship. (5Mks)

**SECTION B: ANSWER ANY THREE QUESTIONS (45 MKS)**

2.) Discuss the purposes and benefits of a business plan in tourism entrepreneurship (15Mks)

3.) A small business is independently owned and operated and not dominant in its field. Describe the characteristics of a small business. (15Mks)

4.) Discuss the role of tourism enterprises in socio economic development. (15Mks)

5.) Successful *entrepreneurs* are characterized by similar qualities. Describe the dominant characteristics of tourism entrepreneurs. (15Mks)

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