



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 2113-1

**COURSE TITLE: TOURISM BUSINESS
ENVIRONMENT**

DATE: 8TH APRIL, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section A and any other **Two** in section B.

This paper consists of 2 printed pages. Please turn over

SECTION A- COMPULSORY (20 MARKS)

QUESTION ONE

- i. Explain the Importance of Environmental Analysis to any tourism enterprise. **(5 marks)**
- ii. Clearly explain grounds that differentiate between the internal and external environment of any tourism firm. **(5 marks)**
- iii. Both the internal and external environments of business are highly dynamic or vibrant, explore factors owing to this. **(5 marks)**
- iv. List at least six functions of trade unions According to the National Commission on Labour **(5 marks)**

SECTION B- ANSWER ANY TWO QUESTIONS (30 MARKS)

QUESTION TWO

The success of tourism organizations depends on how well they identify and respond to technological changes. With this in mind discuss how an organization can benefit from technology. **(15marks)**

QUESTION THREE

Discuss the social cultural factors shaping the production of tourism products within an organization. **(15marks)**

QUESTION FOUR

Explain political legal issues that may affect the way a tourist organization operates. **(15marks)**

QUESTION FIVE

Business enterprises are established where entrepreneurs combine productive resources (factors of production) to produce an output. Discuss the four categories in which these factors of production can be categorized **(15 marks)**

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