



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOTEL AND HOSPITALITY MANAGEMENT

FIRST SEMESTER 2023/2024

[AUGUST-DECEMBER, 2023]

CTOM 00352: ENTREPRENEURSHIP TOURISM AND HOSPITALITY
STREAM: Y1 S1 **TIME: 2 HOURS**

DAY: WEDNESDAY, 3.00 – 5.00 P.M. **DATE: 29/11/2023**

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions***

QUESTION ONE.

- a. Describe FIVE function of the entrepreneur in a society (10marks)
- b. whatsamarket (2marks)
- c. How do markets determine the success of enterprise (5marks)
- d. State and explain four ways of identifying a business opportunity (8marks)

QUESTION TWO

- a. The entrepreneur has been recognized as a major contributor in the economy explain (8marks)
- b. explain any SIX MYTHS in entrepreneurship (7marks)

QUESTION THREE

- a. Explain FIVE internal factors that motivate a person to become an entrepreneur (8marks)

b.Outline FIVE differences between a manager and an entrepreneur (7marks)

QUESTION FOUR

a.Describe FIVE entry requirements unto self-employment (5 marks)

b.Explain any FIVE characteristics of an entrepreneur (10 marks)

QUESTION FIVE

a. Outline the measures an entrepreneur would take to gain a competitive edge over her Competitors (8marks)

b.Explain SIX advantages of principles of management in entrepreneurship (7marks)