



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF CATERING AND HOTEL MANAGEMENT

BCHM 404: ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

STREAMS: BCHM 404 (Y4S1)

TIME: 2 HOURS

DAY/DATE:

INSTRUCTIONS:

- **Answer all questions in section A and any other two questions in section B**
- **Do not write in the question paper**

SECTION A (30MARKS)

1. Explain briefly the link between tourism and the hospitality industry. [5marks]
2. Outline five organizational risks associated with poor records management. [5marks]
3. Explain briefly the type of information sought by a hotel manager in a market feasibility analysis. [5marks]
4. What is the relationship between business success and planning. [5marks]
5. Outline the contributions of innovation to the overall performance of tourism business. [5marks]
6. Briefly discuss the measures that you would propose to enhance the productivity of human resources in a hotel. [5marks]

SECTION B (40 MARKS)

7. Justify the conclusion that 'personal management in a tourism enterprise is viewed as a multi dimensional undertaking. [20marks]
 8. It is through rural based hospitality enterprises that the aspirations of Kenya's vision 2030 will be realized. Explain. [20marks]
 9. The business failure of most hospitality establishment in Kenya is entrepreneur induced. Discuss. [20marks]
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