



2021_1 EXAMINATION
NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES

Course Title: **Tourism Entrepreneurship**

Course Code: **TSM 442**

Course Unit: 2

Time Allowed: 2:00 hrs

Instruction: Answer any three (3) Questions

Question (1a): List seven (7) major challenges an entrepreneur may experience in business **(3.5 marks)**

Question (1b): Explain seven (7) major challenges an entrepreneur may experience in business **(10.5 marks)**

Question (1c): The International Conference on Travel and Tourism Statistics (1991) meeting had three primary aims. Explain **(9.3 marks)**

Question (2a): Define the term 'Strategy' **(5.3 marks)**

Question (2b): Write short notes on the following:

- i. Corporate strategies **(6 marks)**
- ii. Business strategies **(6 marks)**
- iii. Functional strategies **(6 marks)**

Question (3a): Explain the term 'Tourism' **(5.3 marks)**

Question (3b): Explain the three classifications of entrepreneurial roles **(18 marks)**

Question (4a): Define the term 'Computer' **(4.3 marks)**

Question (4b): What are the three main reasons why there were increases in the use of computer system by small businesses **(12 marks)**

Question (4c): List seven steps that company should take when considering the purpose of a computer **(7 marks)**