



2021\_2 EXAMINATION<sup>5678</sup>  
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: 00hrs

**Instruction: Answer any three (3) Questions**

**Question 1**

Explain each of the following basic elements of Strategic Management:

- a. Environmental scanning **(7.3marks)**
- b. Strategy formulation **(5.5marks)**
- c. Strategy implementation **(5.5marks)**
- d. Evaluation and control **(5.5marks)**

**Question 2**

- a. Define Triggering Event **(3.3marks)**
- b. List any five personality traits required to be a successful entrepreneur **(5marks)**
- c. Explain any five personality traits required to be a successful entrepreneur **(15marks)**

**Question 3**

- a. List and explain any six steps necessary in strategic decision-making process for entrepreneurs **(12marks)**
- b. Describe three distinctive feature of entrepreneur mode **(5.3marks)**
- c. Briefly explain 'increased productivity' as a contribution of entrepreneur to the society **(6marks)**

**Question 4**

- a. Explain the term 'working capital deterioration' **(5.3marks)**
- b. List and explain any six characteristics of entrepreneurs **(12marks)**
- c. Explain any two modes of strategic decision making according to Henry Mintzberg **(6marks)**