

NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SECOND SEMESTER EXAMINATION
JANUARY/FEBRUARY, 2018

COURSE TITLE: TOURISM ENTREPRENEURSHIP

COURSE CODE: HCM 442 UNITS: 2

TIME ALLOWED: 2HRS

INSTRUCTIONS: Answer question one (compulsory) and any other three.

Question 1 (25 marks)

Briefly discuss the following in the concept of Tourism entrepreneurship.

- a) Measures of tourism demand
- b) Concept of entrepreneurship as described by knight (1921)
- c) Major groups purposes for tourists and travellers
- d) The role of vision and high energy level in entrepreneurship.
- e) Self-Management. **5marks each**

Question 2 (15 marks)

Discuss the relevance of the following in Tourism entrepreneurship managemen. 5marks each

- a) creativity
- b) need to achieve
- c) self confidence

Question 3 (15 marks)

Strategy is an important tool in entrepreneurship management. In view of this, discuss the following in detail.

- a) Strategy **3mks**
- b) three types of strategy in entrepreneurship **12mks**

Question 4 (15 marks)

The field of small business encompasses a great variety of entrepreneurship roles

- a) discuss three of entrepreneurship roles **8mks**
- b) state what characterises craftsman entrepreneurship **7mks**.

Question 5 (15 marks)

Fully describe

- a) opportunistic entrepreneur **3mks**
- b) The advantages and disadvantages of tourism. **12mks**

Question 6 (15 marks)

Describe how the following can aid entrepreneur achieve his/her goals. 5mks each

- a. Tolerance for failure
- b. Internal locus of control
- c. Tolerance for ambiguity