



NATIONAL OPEN UNIVERSITY OF NIGERIA
2017SECOND SEMESTER EXAMINATION
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES

Course Title: **Tourism Entrepreneurship**

Course Code: **TSM 442**

Course Unit: 2

Time Allowed: 2: 30hrs

Instruction: Any question 1 and any other 2 Questions

Question 1

An entrepreneur is considered as an innovator and a risk taker. Discuss six (6) success traits and characteristics of an entrepreneurship **(30marks)**.

Question 2

An entrepreneur is a man business, thus is face with some problems in running the business. Discuss problems associated with small entrepreneurship and family firms **(20marks)**.

Question 3

- i. What is a strategy? **(5marks)**
- ii. Differentiate the following with examples:
 - a. Corporate strategy **(5marks)**
 - b. Business strategy **(5marks)**
 - c. Functional strategy **(5marks)**

Question 4

- i. Give four (4) reasons for an individuals to be an entrepreneur **(6mrks)**
- ii. Explain the following terms with examples
 - a. Intrapreneurs **(4marks)**
 - b. Classic entrepreneurs **(5marks)**
 - c. Change agents **(5marks)**

Question 5

Explain five major contributions of tourism entrepreneurship to the business world **(20marks)**