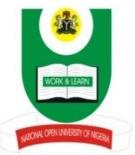
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NATIONAL OPEN UNIVERSITY OF NIGERIA

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)

Ouestion 5

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