



**FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja
2025_2 EXAMINATIONS**

Course Title: Tourism Entrepreneurship

Course Code: TSM 442

Course Unit: 2 Units

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions

Question one (1)

- (1a). Explain four (4) advantages of tourism contributions, especially to the African economy. **(16marks)**
- (1b). Outline three (3) types of entrepreneurial ventures **(3.3marks)**
- (1c). Briefly explain two (2) types of strategies adopted by entrepreneurs for their businesses **(4marks)**

Question Two (2)

- (2a). Explain the following with examples:
1. Classic entrepreneurs **(5 marks)**
 11. Intrapreneurs **(5 marks)**
 111. Change Agent **(5 marks)**
- (2b). List the three (3) reasons for becoming an entrepreneur **(3.3 marks)**
- (2c). Mention four (4) triggering events that act as stimuli for a change in business strategy **5 marks**

Question three (3)

- (3a). Explain with examples five (5) characteristics of an entrepreneur **(20 mark)s**.
- (3b). Briefly highlight three (3) causes of tourism entrepreneurial failure with a focus on Nigeria. **(3.3marks)**

Question four (4)

- (4a). Explain the term strategy **(3.3 marks)**
- (4b). Mention two (2) types of strategies adopted by entrepreneurs **(4 marks)**
- (4c). Explain four (4) ways by which Information Technology (IT) aids entrepreneurial businesses **(16 marks)**