



**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_1 EXAMINATION...**

Course Title: TOURISM ENTREPRENEURSHIP

Course Code: TSM 442

Course Unit: 2 Units

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions Only

Question One (1)

- (a) Explain four (4) factors influencing tourism enterprises globally **16marks**
- (b) Briefly explain with examples what an intrapreneur is. **4marks**
- (c) Mention three (3) types of tourism enterprises **3.3marks**

Question Two (2)

- (a) Define sustainable tourism **4 marks**
- (b) Mention two (2) focus of sustainable tourism **3.3 marks**
- (c) Explain four (4) benefits of sustainable tourism as it affects economic activities **16marks**

Question Three (3)

- (a) Briefly explain the adaptive mode in the entrepreneurial life cycle **3.3 marks.**
- (b) List eight (8) characteristics of entrepreneurs **4 marks**
- (c) Explain four (4) economic contributions of entrepreneurs in tourism **16marks**

Question Four (4)

- (a) Explain four (4) causes of entrepreneurial venture failure **16 marks**
- (b) Mention four factors that affect entrepreneurs' working capital **4 marks**
- (c) Enumerate three (3) factors that affect entrepreneurial profits **3.3 marks**