



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY MANAGEMENT BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07BHMN 07BTOM	LEVEL: 6
COURSE CODE: TEP620S	COURSE NAME: Tourism Entrepreneurship
SESSION: Nov 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	Mrs. Petrina Haufiku-Makhubela
MODERATOR:	Ms. Hendriena Shiyandja

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including front page)

Question 1

Define the following terms found in Hospitality & Tourism (12Marks)

1.1 Entrepreneurship (5)

1.2 Management (4)

1.3 Business Plan (3)

Question 2

It is known that successful Entrepreneurs have similar qualities in common. What do successful Entrepreneurs have in common? Discuss.

(8)

Question 3

Various opportunities exist in the market for the entrepreneur. Outline the opportunities in a Tourism / Hospitality Enterprise. (5x2=10)

Question 4

A business is a vital aspect in the Namibian economy. Discuss the different management functions required in a business. (5x2=10)

Question 5

Business plans are vital and important for business development and sustenance. Describe the importance of Business plans in Hospitality & Tourism. (10)

Question 6

Entrepreneurship is vital in countries and government encourages locals to start up entrepreneurial ventures. Discuss the core reasons why local people in a community become Entrepreneurs.

(15)

Question 7

Compare and Contrast the different forms of businesses. (10)

Question 8

Planning an event is an essential part in Hospitality and Tourism. Discuss how the different levels of management can be involved in making the event a success. (15)

Question 9

Elaborate on the Micro and Macro factors that need to be considered before opening a business? (10)

TOTAL

100 MARKS