



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF HOSPITALITY & TOURISM**

<b>QUALIFICATION: BACHELOR OF HOSPITALITY MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BHMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: TEP620S</b>	<b>COURSE NAME: TOURISM ENTREPRENEURSHIP IN HOSPITALITY INDUSTRY</b>
<b>SESSION: JAN 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MR. G. CLOETE
<b>MODERATOR:</b>	MISS H. SHIYANDJA

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

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

Question 1

Define the term "Entrepreneurship." (5 Marks)

Question 2

Describe the different sectors in which a business can operate. (4 Marks)

Question 3

What do you understand by the term "Social Responsibility"? (3 Marks)

Question 4

What do you understand by the term "Feasibility"? (3 Marks)

Question 5

Briefly explain the factors that contributes to the existence of the Hospitality & Tourism business (4 Marks)

Question 6

Business plans are vital and important for business development and sustenance. Describe the importance of Business plans in Hospitality & Tourism. (6 Marks)

Question 7

Entrepreneurs are affected in their business by various external factors of which they do not have any control over. Identify and explain these factors briefly. (6 marks)

Question 8

The Promotional mix in any business plays a significant role. What are the factors that need to be taken into consideration when putting together a promotional mix? (5 Marks)

Question 9

Explain the four (4) important personal characteristics /qualities of entrepreneurs. (4x2=8)

Question 10

Ideal Entrepreneurs in particular in the Namibian environment are limited. Identify an ideal entrepreneur in your community in which you work and describe the type of entrepreneurial

business s/he runs and explain why you regard him/her as an ideal entrepreneur.

(10 Marks)

Question 11

Briefly discuss the steps in the Promotional Plan.

(8x2=16)

Question 12

The majority of all small businesses are standing alone or are owned by individual's and the product decisions to be made by these entrepreneurs needs to be strategic and focussed. Discuss the product decisions that need to be made by small business owners. (10 Marks)

Question 13

With reference to examples in tourism discuss the threats in the Tourism Enterprise.

(10 Marks)

Question 14

Identify and discuss any four of the contexts in which Entrepreneurship can be found.

(2.5x4=10 Marks)

-----[100 marks]

Good luck !!