



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**JUNE, 2013 EXAMINATIONS**

**Course Code: TSM 442.**

**Credit Unit: 2.**

**Course Title: TOURISM ENTREPRENEURSHIP**

**Time Allowed: 2 Hours.**

**Instructions:**

- 1. Attempt Question 1 and any other two (2) Questions.**
- 2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.**
- 3. Show all your calculations for appropriate marks.**

**Question 1**

- a) What do you understand by tourism expenditure? Discuss three broad categories of tourist expenditures.
- b) Explain three types of uncertainty by knight
- c) Discuss four stages of growth in entrepreneurial venture

**Question 2**

- a) Explain five major advantages of tourism that could impact a developing nation like Nigeria
- b) Explain what is strategy
- c) Differentiate between Corporate, business and functional strategies.

**Question 3**

- a) Discuss the following
  - i. Classic Entrepreneurs
  - ii. Intrapreneurs
  - iii. Change Agents
- b) Discuss 4 Ds of Entrepreneurship.

**Question 4**

- a) List and evaluate the importance of 8 steps strategies decision-making process to improve the making of strategic decisions in any small business you may have visited.
- b) Describe the five Sub-stages of small business development and growth and their relevance to economic development of our nation.

**Question 5**

Identify and discuss the root causes of entrepreneurial ventures failures.

