



FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM ENTREPRENEURSHIP		
SUBJECT CODE	GHT 3732		
DATE	OCTOBER/ NOVEMBER 2022		
DURATION	3 HOURS	MARKS	100

SUPPLEMENTARY EXAMINATION

Examiner: M.E. KIMARO

External Moderator: DR H.H. BARTIS (Nelson Mandela University, South Africa)

This question paper consists of 2 pages excluding this cover page.

Instructions

- 1. You must answer all the questions**
- 2. Number your questions correctly**
- 3. Write neatly and legibly**
- 4. Please be reminded that cheating in the examination will result in a failing grade**

HGHT 3732: TOURISM ENTREPRENEURSHIP- SUPPLEMENTARY EXAM 2022

Instruction: Please answer ALL questions by explaining your answer in detail. Short answers will not score full marks.

1. a. According to the African Development Report (2011) entrepreneurial ventures can be: “necessity-driven” or “opportunity driven”. Explain the difference within the context of entrepreneurial ventures in Africa. (4 marks)
- b. Elaborate on how entrepreneurship has developed within the African context (4 marks)
- c. The existence of thriving entrepreneurship businesses, benefits a nation in many ways. Describe any three benefits of an increase in entrepreneurship ventures in Namibia. (6 marks)
2. a. What is an entrepreneur? (2 marks)
- b. A small business can be defined in various ways. Define it using:
- i) one quantitative term (2 marks)
- ii) one qualitative terms (2 marks)
3. Explain any five common characteristics that entrepreneurs possess. (10 marks)
4. a. Explain the difference between Entrepreneurship, Intrapreneurship and Team entrepreneurship. (6 marks)
- b. There are usually some pull and push influences that motivate people to start a business. Describe any three pull and three push influences. (12 marks)
5. a. Elaborate on any five sources of finance potentially available to the entrepreneur to start a new venture. (10 marks)
- b. Describe one advantage and one disadvantage associated with each source of finance. (10 marks)

6. a. Martha wants to start a small business but has no idea what kind of tourism business he could start. Explain to him any five different ways in which he could discover a new business idea. (10 marks)

b. Jonas would like to start a tour guiding business in the CBD of Windhoek. The tour guiding business aims to provide different types of tours around the City of Windhoek. He approached you to help him do a PEST Analysis of this business idea. Explain to him how the concept of the PEST Analysis would need to be continuously, considered when running his business. (8 marks)

6. Create a SWOT Analysis for Jonas's tour guiding business, that would help him determine the viability of his business idea by using a SWOT Analysis. (8 marks)

7. Your friend Ndlovu, has just graduated from the University. She has decided to start her own business. Advise her, by providing her with three reasons why she should create a business plan before she starts her actual business. (6 marks)

Total 100 marks