



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB30103
COURSE NAME	: ENTREPRENEURSHIP IN TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 10 FEBRUARY 2025
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **FOUR (4) Questions**.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) Every entrepreneur has their own 'reason' that pushed them into being their own boss. Whether entrepreneurs require additional freedom or to initiate an impact, they all take control of their life by living life on their own terms. List **FIVE (5)** reasons why an individual becomes an entrepreneur: (5 marks)
- (b) State **FIVE (5)** benefits that derived from entrepreneurship activities. (5 marks)
- (c) Identify any **FIVE (5)** characteristics of entrepreneurship (5 marks)
- (d) Discuss **FOUR (4)** stages of entrepreneurial process. (8 marks)
- (e) List any **THREE (3)** components of ventures creation (3 marks)

Question 2

- (a) What are the **THREE (3)** components of the entrepreneurial process?
(3 marks)
- (b) Explain **THREE (3)** factors that can be affected by some natural and environmental factors towards entrepreneurial activity
(6 marks)
- (c) What does a SWOT analysis involve?
(6 marks)
- (d) Describe **FIVE (5)** challenges associated with technological advancement
(10 marks)

Question 3

In an effort to revive homestay in the country, Tourism Ministry collaborated with Keretapi Tanah Melayu Berhad (KTMB) to introduce and promote rural tourism in the year 2010. The collaboration between Tourism Board and KTMB was meant to encourage travelers to participate in an all-new homestay programme which is accessible via rail. A total of 22 home are located all along the Singapore-Tumpat and Singapore-Padang Besar routes. In line with government's effort to promote homestay programme not only among foreign tourists but also locals, a new travel TV programme was launched to introduce and bring viewers to see various attractions on board a train. The collaboration between Tourism Board and KTMB will showcase the exact homestay locations where KTM stations are located – Tumpat, Tanah Merah, Wakaf Bharu, Kuala Kerai, Dabong, Gua Musang, Kuala Lipis, Mentakab, Gemas and Kluang. Meanwhile, Singapore-Padang Besar route stops in nearby stations which are Kajang, Ipoh, Bukit Mertajam, Alor Setar, Arau, Padang Besar, Tampin, Butterworth and Seremban. To further promote Malaysian homestay to Singapore tourist market, a new kiosk at Tanjong Pagar Railway Station and Facebook page were launched to generate word-of-mouth and create buzz. By visiting the new kiosk, Singaporeans can easily inquire and get all the information needed regarding the 2,800 homestay operators nationwide in a total of 142 traditional kampung alongside in Peninsular Malaysia

- (a) Discuss the importance of railway for the rural tourism in Malaysia.
(5 marks)
- (b) Explain on how homestay entrepreneurs' can be lucrative venture on this opportunities
(10 marks)
- (c) List **FIVE (5)** homestay activities offers to the guest.
(5 marks)
- (d) Discuss **FIVE (5)** key success factor of Malaysian Homestay Program
(5 marks)

Question 4

Ritesh Agarwal is a young entrepreneur from India, who developed his business drive at a young age. He used to love traveling since his childhood. During his travels throughout India in his teenage years, he identified a consistent problem that was no affordable hotels with consistent quality for budget-conscious travelers. This firsthand experience ignited a vision to revolutionize the hospitality industry by offering reliable and predictable stays at an accessible price. He kept his vision and entrepreneurial spirit alive and in 2023, Ritesh launched OYO Hotels & Homes (originally Oravel Stays) at the remarkable age of 19. OYO's core mission was to transform the budget hotel sector. The company aimed to bridge the affordability and quality gap by partnering with independent hotel owners and standardizing their offerings. This business involved ensuring consistent amenities, clean and comfortable rooms, and a simple booking process at a price that catered to the larger audience.

(a) What is OYO's business model?

(4 marks)

(b) Explain on how was OYO able to use technology to enhance customer service in the accommodation sector?

(6 marks)

(c) What are OYO's key growth strategies?

(5 marks)

(d) Discuss how OYO was able to establish itself as a global giant in the tourism industry

(10 marks)

END OF EXAMINATION PAPER