

**EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)**

Term-End Examination

00431

December, 2014

MHY-036 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions. All questions carry equal marks.*

1. Discuss how to make an effective Business Plan. 20
2. Write short notes on the following : 4×5=20
 - (a) Seed Capital
 - (b) Promoter
 - (c) Types of Franchises
 - (d) Imitative Entrepreneur
3. Discuss the various environmental issues that are to be considered while planning a Hill Resort. 20

4. Define Menu. What factors should we keep in mind while planning a menu ? 20
 5. After completing your course, you wish to start your own Hotel Company. Discuss how you shall proceed. 20
 6. Write a note on Theme Restaurants. Discuss their role in the promotion of hotel sales. 20
 7. Draw an organisation chart of Housekeeping department of a 5-star hotel. Discuss the duties and responsibilities of the Executive Housekeeper. 20
 8. Discuss the role of women entrepreneurs in the socio-economic development of a country like India. 20
 9. Discuss the role of financial institutions in promoting entrepreneurship. 20
 10. "Management of small business unit is an important issue." Comment. 20
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