

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

**Term-End Examination**

**December, 2015**

**MHY-036 : ENTREPRENEURSHIP DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer **any five** questions.*

*All questions carry **equal** marks.*

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1. Discuss the role of Entrepreneurship in Economic Development of a nation. Also mention the relationship between small manufacturers and large industries. **20**
  2. Define Entrepreneurship. Discuss the factors relevant for the success of a small enterprise by citing examples from the hospitality sector. **20**
  3. How does one zero in an entrepreneurial opportunity ? Explain with examples from hospitality industry. **20**
  4. Discuss the factors to be taken into consideration for selecting a site for a small hotel, at any destination of your choice. **20**

5. Write short notes on **any two** of the following :  
(a) Market Demand Analysis 2x10=20  
(b) Competitive Analysis  
(c) Trade Practices
6. What do you understand by Institutional catering ? Draw the organisational chart of any institutional canteen run by 15-20 member team. 20
7. Discuss the role of voluntary organisations in running a tourism and hospitality business. 20
8. What are the points to be addressed while preparing the menu for a fine dining restaurant, in a non-metropolitan city ? 20
9. Write a note on the role of Women Entrepreneurs in Social Development in context to India. 20
10. Write short notes on **any two** of the following :  
(a) Sources of finance for starting a hospitality venture 2x10=20  
(b) Types of Business Organisations  
(c) Laws that affect Hospitality Business
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